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The American BOOK TRADE JOURNAL

VOL. CXXV

MAY 5, 1934

NO. 18



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THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

MAY 5, 1934

A. B. A. Convention

Signing of Code Brings Largest Attendance in Recent Years

It was not so much a Convention as a jubilee. 140 booksellers, coming from as far West as Missouri and as far South as Texas met at the Hotel Montclair on Monday of this week to celebrate the signing of the Booksellers' Code which brought, at last, the long-desired principle of price maintenance.

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Frank L. Magel, the President, opened the morning session with the welcome news that although the A. B. A. had a deficit last year, it was able to report a profit for the current year. Mr. Magel said a great deal of credit for this happy state of affairs was due to Robert M. Coles, the acting executive secretary. Mr. Magel expressed the Association's thanks to all those who helped make the code possible—the original code committee of the Association, the New York Retail Code Authority which became interested in the booksellers' plight, F. G. Melcher who was always on call for aid and advice, O. J. Libert, David Barr and other representatives of the Administration, H. F. Heinritz and D. M. Keezer of the Consumers' Advisory Board, Harriet Anderson and Carol Fleming who established contacts with important people in Washington, and the Book Clubs and Mail Order Dealers who supported price maintenance. "But," Mr. Magel said, "the bulk of the credit should rightly go to Cedric Crowell and Richard Fuller. If any credit comes to me," he said, "let it be that I knew whom to pick."

Cedric R. Crowell, the first speaker on the program, was greeted with a resounding ovation. Mr. Crowell began with some informal impressions of the campaign of the Three Musketeers in Washington. Early in this campaign when they were consulting



Frank L. Magel, retiring president of the A. B. A.

various N.R.A. representatives, they were taken down into the aquarium in the Department of Commerce Building. To the booksellers there seemed to be something symbolic about being introduced to the other "poor fish." On the day the Code was signed, Mr. Crowell said, he flew back from Washington with Dick Fuller. Below them they saw the Statue of Liberty. Mr. Crowell said there also seemed to be something symbolic about this.

Mr. Crowell said the A. B. A. was most



Cedric R. Crowell

fortunate in having Frank Magel as its president in the last two years. There never was such a slave-driver. As for Dick Fuller, he was responsible for two of the most important provisions in the Code. To the three men who have been doing this work in Washington, the comradeship which this Code has made it possible to experience had been almost as important as the Code itself. When the first public hearing was held on the third of February, the booksellers were told there would be no chance to get price maintenance and this was repeatedly confirmed in the post-conference hearings. The routine which an industry goes through to get a code involves, first of all, much traveling back and forth, then when the industry has a code it has to be submitted to five boards: Industrial, Labor, Consumers, Legal, Research and Planning. When these five boards have approved it, it goes to the Deputy Administrator, then to an executive official and is finally signed by General Johnson. This may sound circuitous, said Mr. Crowell, but it ain't nothing to what it is. One bit of technique the booksellers learned was to leave their hats and coats parked somewhere and rove around as if they were senators or On one occasion, Dick N.R.A. officials. Fuller met Mr. Fox of the Retail Code Authority whom, he thought by this time, he knew rather well. Mr. Fuller hailed him in his usual jovial manner. After a lengthy discussion of the weather and the fish in the

aquarium, Mr. Fox finally said, "How soon do you think you can bring up this Fur Code?" Why, said Mr. Crowell, anyone should take a look at Dick Fuller's pate and think he knew anything about fur-! On another occasion, a gentleman came into the Conference room whom neither Mr. Crowell nor Mr. Fuller was very anxious to see. Mr. Crowell slipped out as the other gentleman came in and stood for three-quarters of an hour in front of the elevator poking buttons and as each elevator stopped on its way up, he said "down" and as it stopped on its way down he said "up." Dick Fuller's solution of the problem was even swifter and simpler. He hid behind his newspaper.

After eight months of arguments with the book clubs, a solution was reached which was satisfactory to both sides.

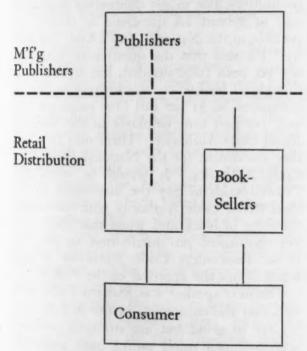
The greatest opportunity presented to the booksellers right now is to sell this Code to the consumer. The bookseller cannot just say "Ah hah, now you have to pay full price." He must explain why the Code is fair and why price maintenance on books is the exception to the general rule of price maintenance. Mr. Crowell pointed out that the Code had the full approval of the Consumers Advisory Board but that it had not yet been accepted by the general public. It is a matter of public record, he said, that many Codes have been signed without the Consumers' Board approval, but those of us who were nurturing this infant believe that the consumer's interest is as important as the bookseller's and publisher's interest and that if consumers' representative and booksellers' representatives could reach a common understanding on what are unfair trade practices, a degree of justice and reasonableness would be established which would withstand attacks of various sorts. It is this same consumer who, in the final analysis, determines the success or failure of all our efforts.

Mr. Crowell then read the statement which he and Mr. Fuller had presented to Mrs. M. H. Rumsey, chairman of the Consumers' Advisory Board. It read:

"While it may appear at first glance that the price maintenance feature of this code extends a legal monopoly down to the consumer, with the possibility of undue price raising to the consumer's detriment, a complete understanding of the peculiarities of this industry shows that competition exists in exactly the same way with the price maintenance provisions as it exists without it.

"The granting of the copyright of a title to author or publisher creates a perfectly legal monopoly so far as that title is concerned, and the holder of the copyright has the right to sell the product, not only to the retailer or distributor, but also directly to the consumer, at whatever price he chooses. It must at all times be remembered that the book publisher can-and does-sell direct to the consumer with national advertising and with coupon attached, and no consumer has -or can-complain at the price the publisher fixes because his legal right to do so is recognized under the copyright monopoly which has been granted to him. It must be remembered that that publisher in selling those books direct to the consumer is in direct competition with the retail bookseller.

"The picture is very much like this:



"Retail price maintenance to the book-seller, therefore, affects only as something new a portion of the retail book distribution. The other portion is always—and has been—sold at prices as arbitrary as the economic law of supply and demand will permit. In the interest of fair competition between that publisher selling books at retail and the book-seller who must buy the book from that publisher and cannot buy it from any other publisher is the least among the provisions of

fair competition to which the retail bookseller is entitled. The book publisher selling at retail by his right to fix an arbitrary price can, at any time-and sometimes does-decide to sell a title at one-tenth its cost, if he wishes, completely destroying the sales value of the same title on the booksellers' shelves which remain unsold, and it must be remembered that those books were bought by the bookseller from that same publisher. In addition to that element of possible unfair competition, there is the destructive and predatory price cutting practices of department stores, in which book selling is a minor item, destroying the small independent bookseller dependent entirely on books for his living.

"Now as to competition among titles. As soon as the copyright is granted, competition begins—so far as the consumer is concerned—in the availability of the contents of that title, for in many instances the book first appears as a serial so that the consumer can obtain the contents in a magazine at the cost of 15 c. up, depending only on the price of

the magazine.

"The next appearance of the contents of the title is in the original edition of the book, but here again the consumer has three ways of reading the contents without buying the book:

"A. From a circulating library at a few cents a day.

"B. From public libraries at no expense.

"C. Borrowing from a friend (it is estimated that from five to ten people thus read every book purchased) at no expense.

"After a certain time, if there is potential public demand, the title appears in what is known as a 'reprint' edition at a price to the consumer of 15 c. up. There is also 'second serial' publication where the contents appear in newspapers, so that the consumer can obtain the story in addition to his daily news. In many cases the story is dramatized over the radio, and finally, if the publisher has printed more copies than can be consumed, the title enters the so-called 'remainder market' and can be purchased for from 15 c. up; and at all times the title can be purchased in the second-hand market which is not controlled by the price maintenance provision of this code.

"The price maintenance feature of this code is infinitely less monopolistic than 'price

fixing' or 'open price policies' of manufacturers' codes, in that no attempt is thereby made to control in any way price levels of competitive products in the same field. The right is given in this code only to prevent the sale of a trade book at a price lower than the published price and the consumer interest, of free competition between publishers, is thereby fully protected. If one publisher finds a more economical method of manufacturing or marketing a book, or for any other reason, he is perfectly free to put any published price on that book which he chooses, and such price need not in any way bear any relation to other books in the same field published by other publishers.

"Special attention is called to the administration setup in this schedule. It will be noted that of the two administration members on the Code Authority, the trade desires and has so provided that one representative will be appointed by the nomination of the

Consumers Advisory Board.

"In addition, particular attention is directed to the Administrator's Price Control Committee, which the trade has insisted be created under this schedule. Again, the Consumers' Advisory Board representative on the Code Authority is a member of this Committee, together with three other members—as provided in the schedule, and the sole purpose of this Committee is to give the Government the right and the power to so regulate and control prices in the book business that abuses—either by publishers or booksellers—of the price maintenance provision will at all times be prevented in the interest of the consumer."

Mr. Crowell then explained the Administration of the Code as has been previously explained in the Publishers' Weekly. There are four members of the American Booksellers Association appointed by the directors of the A. B. A., and one member of the National Association of College Stores appointed by its directors, and by a plan which shall be devised with the approval of the Administration, booksellers not members of either Association are to elect two representatives. Walter Cox, head of the Book Department of Wanamaker's, Philadelphia, and Virginia Kirkus are serving temporarily. There are two members of the Administration who are to serve on the Code Authority without expense to the Association; one of these has already been assigned—S. F. Heinritz, a mem-

ber of the Consumer's Advisory Board. The trade is most fortunate in having Mr. Heinritz, as he has been throughout patient and sympathetic to the bookseller's cause. Mr. Crowell announced that the temporary Code Authority had just been approved and was now the permanent Code Authority. This Code Authority will administer the provisions of Schedule B (Booksellers' Code) which is really a supplement to the general Retail Code. The Retail Code Authority has an enormous amount of work to do including setting up, with the approval of the Administration, local Code Authorities designated by the booksellers in those cities. Local booksellers' committees must not give out official rulings without approval from the National Booksellers' Code Authority so that all rulings be uniform and that all booksellers be kept on an even footing under the Code.

Mr. Crowell urged local groups of booksellers not to wait patiently for the National Booksellers' Code Authority to set up local committees, but to get themselves organized and to submit all questions as quickly as possible to the National Retail Code Authority. He said that the question of dues had not yet been fully decided, but it looked as though all booksellers would have to pay an assessment of \$1 per full time employee and 50 c. per part time employee to the National Retail Code Authority. There may be a further assessment for the National Booksellers Code Authority. It would be wise, Mr. Crowell said, to pay the assessment to the local Retail Code Authority with the understanding in black and white that these dues are contingent on distribution to the National Booksellers Code Authority if and when it has the approval of the N.R.A.

The next speaker was Richard Fuller who said that the economists in the N.R.A. have no axe to grind but are studying problems with an open mind unlike most industries which have brought codes to Washington. Codes, he said, bring together members of industries and create a better understanding within an industry. The N.R.A. wants industries to get their Codes approved and then go back and work them out for themselves, the government to interfere only to secure fairness to all branches of an industry or to mete punishment when necessary. It's the duty of every bookseller to preach the good of the N.R.A. by examples in his own industry. Mr. Fuller said that the bookseller's job is not yet over and that from now on competition will be in service rather than price. The public has in many cases lost confidence in bookstores because of over-production of worthless books, blurbs, over-statement in advertisements and lack of discrimination on the part of some booksellers to see that the right books are sold to the right people. He mentioned two developments which ought to help bookselling—Virginia Kirkus's Pre-Reading Service and the Herald-Tribune's plan for bookstore distribution of Books.

The bookseller members of the local Retail Code Authorities, he said, would probably be unpopular on account of the price maintenance provision. It will be necessary to overcome this prejudice. Mr. Fuller spoke of the aid the Book Clubs and Subscription and Mail Order Booksellers had been in achieving price maintenance. He said he hoped that booksellers and publishers from now on would all work together. He spoke in praise of the work which Carol Fleming, Harriet Anderson, Cedric Crowell and Frank Magel

had done for the Code.

Mr. Fuller was followed by S. F. Heinritz who spoke for the Consumers' Advisory Board. Mr. Heinritz said that the Booksellers' Code would be handicapped by being an unpopular type of Code. He said that it would invite adverse public sentiment which the trade must work to overcome. The Booksellers' Code also had the handicap of being against the National policy of the Administration which reflects the policy of our courts. The booksellers have a compromise code which is experimental and blazes a new trail in the direction of price maintenance and because it is experimental it will be watched carefully in Washington.

The Code raises the price of books to many people and in return offers intangibles among which are the relief from loss leaders and the social advantage of well-stocked well-run bookstores. The success of the Code and of the whole Recovery program depends on the consumer's acceptance. Many codes seem to have been drawn to carry the policy of "the public be damned." The public cannot be damned, but it can dam the flow of commerce. The main problem for book-sellers, if the Code is to work and there is to be a permanent gain, is to get public acceptance.

The object of codified industry and trade,



Richard F. Fuller

Mr. Heinritz said, is not primarily to insure profits, but to restore the flow of commerce and trade. He hoped that if merchandise is kept moving, every useful unit will have a

profit.

There were four factors which influenced the Administration to grant this compromise Code. 1. The monopolistic character inherent in a published title which sets it apart from other merchandise commonly used as a loss leader like cigarettes. 2. The short active life of current books which are quite a different commodity in the first months of their lives. 3. The seasonal character of the product with a high peak at Christmas. 4. The social advantage of well-equipped intelligently-manned shops in a community comparable to the advantages of lecture courses, concerts, public schools, etc.

The Administration hopes the Code will make the booksellers accept their social obligations more earnestly and conscientiously than in the past. Mr. Heinritz likened the bookshop to a public utility—the railroad, for example which runs a crowded train at the noon hour but has to run a late evening train perhaps without a single passenger. The Administration expects booksellers not

to lay themselves open to the criticism of maintaining inadequate stocks. Mr. Heinritz said that the effect on general prices would be carefully watched. He said that experience has shown that price maintenance usually results in exorbitant margins. Although buying power has been generally diminished, he said that if the permanent effect of the Code should be that the volume of trade is diminished, then the intent of the Act has not been achieved. He hopes that there will be an expansion of outlets and a lengthened season and an extended life for each book, then economies would develop and through cooperation between publishers and booksellers a reasonable price level would be achieved. He said he foresaw certain changes in the industry. The active life of new titles will be extended. He compared books to motion pictures. Just as one can see a motion picture down town at a high price or

wait and see it at a lower price in the neighborhood movie house so consumers can buy the book at full price or later in a reprint edition. Instead of one peak month, he predicted that January would be the great bargain month. This pioneering experimental movement depends for its success on booksellers accepting their responsibilities and

gaining public approval.

The meeting was then taken up with questions and answers, some of these questions were answered, some were noted but would have to have an official explanation later. On the question of whether a cooperative bookstore can give a discount, Mr. Heinritz was able to give a very clarifying opinion. He said that an Executive Order decreed that cooperative stores could pay dividends if the store were a legitimate cooperative under the laws of the State and if the dividends were paid out of actual earnings.

The New Significance of the A. B. A.

ALBERT R. CRONE

IT IS INCONCEIVABLE that there should be any bookseller anywhere who has not marked upon the calendar of his business existence the 13th day of April, 1934, when the signing of the Code for Retail Bookselling ended a long weary war and freed this trade from bondage to a persistent bad practice—started it upon an era of friendly activity to achieve a wider and wiser use of books, a date that may represent, perhaps, the birth of modern bookselling.

One cannot look back upon that long fight without recalling some of those men who in behalf of the profession gave their time, strength and money to establish a system of business ethics, to give this trade a chance to

sell books.

One thinks of Clarence Wolcott who led the booksellers' fight at the beginning of the century. He dropped everything to work for the cause of the industry. He organized the attack on price-cutting and was the first president of the A. B. A.

One recalls William B. Clarke of Boston who for several years after its organization was chairman of the executive committee and bore the brunt of the fight for a national observance of net prices, who spent his strength, and got little thanks, that book distribution might survive.

Out in San Francisco A. M. Robertson was the fighting front of the cause for price maintenance through many troublous days, and alone held aloft the banner of "full" prices while booksellers all about him had succumbed to the epidemic.

One remembers Charles E. Butler, treasurer of Brentano's, an untiring worker over many years. He labored for better trade adjustments between publisher and bookseller and for more profits in bookselling.

There is Eugene Herr of Lancaster, treasurer of the A. B. A. in lean times and president in the years when the trade was given a new impulse by the Children's Book Week and Year-Round Book Campaigns.

There was also Henry S. Hutchinson of New Bedford, most loyal of members who year by year gave invaluable aid to the practical success of the A. B. A. Conventions.

One may not here recite the full list of men and women of the trade who labored that retail bookselling might prosper. would say to booksellers everywhere that they

were ever active in the A. B. A. Within this organization they shared ideas and ideals. In discussion and debate, in friendly and casual talk, in conventions and out of conventions they built an "esprit de corps" for this profession. Some are still living to share in the victory that Magel, Crowell, Fuller and company have finally secured. Others have passed on, but in this hour of achievement we shall remember them with honor.

Go back with me, for a moment, to the commencement of the century and listen to Mr. Growoll's editorial survey just after the first meeting of the A. B. A. in 1901. He wrote: "While the American Booksellers' Association was in session, it struck us as a remarkable coincidence that the first trade organization, The American Company of Booksellers, should have been formed precisely one hundred years before. The trade was impelled to combine a century ago by almost the identical conditions that impel combination today. Unfair competition, overproduction, the danger of circulating libraries and the like were dangers that seemed as real to our forefathers as they appear to their descend-Then, as now, unselfish, publicspirited men, at great sacrifice, called into life certain reforms that ameliorated the condition of those among their colleagues who were less able to take care of themselves. The first book trade paper and the first book trade catalog were established by this Association, and continued during its existence, which seems to have been until 1816. In 1824 another attempt was made to organize the trade. This effort, however, only resulted in the establishing of the Trade Sales, an institution that, after the Civil War, at least, helped more to demoralize the book business than any other one agency except the lack of a copyright law. In 1855 the Book Publishers' Association was formed, and was fairly successful until the war, after which it unavoidably fell into desuetude.

"Again, in 1873, the trade roused itself and combined as the American Book Trade Association, giving vent to its feelings concerning the abuse of discount in four rousing meetings—after which, for the lack of cohesion among the members, there came a collapse, and the trade found itself again in a 'slough of despond.' The struggles of the trade during the intervening quarter of a century—between the collapse of the old book trade association and the organization

of the trade as it exists at present were severe enough to bring about two important reforms—the abolishing of the "Trade Sales" and the enacting of an international copyright law. We trust that the struggles have left a deep enough impression upon the memory of all to open their eyes to the necessity of close and honest co-operation, moderation in demanding privileges, a strict enforcement of duties, and a fair consideration of the rights of others. On such foundation, and on such foundations only, will the trade as a whole succeed and prosper!"

The first important fact for booksellers about the A. B. A. is quite properly its history and its leadership. We are the heirs to this estate that these men and women, and this organization have built up, founded at last upon a legal code of ethics. He is a poor legatee indeed who will not today acknowledge his debt, who will not now welcome the opportunity to share energetically in the maintenance and development of this in-

heritance.

We have come again to a turning point in the history of our profession. We begin a new era with a proper pride for our past, with new zest, new enthusiasm and new hopes for our future. In this present and that future there is a new significance in our organization. The A. B. A. is the keystone in the arch of the administration of new trade practices under the Code.

The significance of old organizations lay in leadership through a long civil war, the significance of the new A. B. A. is that it may lead a united profession through recon-

struction to prosperity.

It is to be provided that members of the Booksellers' Trade may become members of this Association for the purposes of participating in the activities relating to the code, but there still remain the advantages of membership in the affairs of this organization which relate to practices and benefits not contained in the Code. The objects of the A. B. A. have been to stimulate and render more efficient the retail selling of books, to increase the value of the bookstore to the community, to work for more and better trained booksellers, to create and foster a permanent feeling of friendship and fraternity between publishers, wholesalers and retailers, to promote friendliness of spirit between competitors, to strive for the aims and purposes which may be for our mutual

welfare and for the better service of the

Tomorrow we shall endeavor to achieve those positive objectives, for we have been released from the awful burden of price war. A stupid battle for survival gives way to the peaceful but intensive cultivation of our pro-

fession. Come on, booksellers!

Vast areas of America have been without books or bookstores. Innumerable people have neither been asked to buy books nor exposed to the advantages of reading. Mailing lists of booksellers have become either small or non-existent. Direct selling by booksellers has bowed beneath the bludgeoning of time and reduced resources. Book buying has given way to book renting, book ownership to book borrowing. Book store stock no longer gives an opportunity for wide and intelligent choice, but represents only those items most likely to give quick returns. Booksellers have lost faith in books, their makers, buyers and themselves. Co-operative alliances with so many agencies interested in the welfare of America have become slack or were never made. The whole business of aggressive and alert bookselling has slowed up beneath the discouragement of unfair competition.

Tomorrow will be different. Every individual bookseller is alive with new impulses, but the fine large task ahead calls for this union of booksellers to lift the whole pro-

fession to new levels.

The present activity of the A. B. A. centers around the service departments of the executive office, on the one hand, where the Consolidated Warehouse provides stock room for publishers, and speeds service from these publishers to booksellers; where the Clearing House consolidates shipments and saves thousands of dollars yearly for retailers; where an Information Service answers booksellers' inquiries of all kinds; where an Advertising Service aids retail publicity problems, where a Bulletin Service keeps members informed on ideas and news. The Association acts in every way as a New York Office, straightening out occasional difficulties, making appointments for visitors. A special service has been organized for the distribution of orders from distant points. They are written on government post-cards, sent by air-mail, and re-posted immediately upon receipt in

During the rush seasons orders are tele-

graphed in from distant booksellers, and are telephoned to the publishers for immediate shipment. The Association makes special deliveries to steamships, enclosing "Bon Voyage" cards.

The office operates a notification system for appraising booksellers of valuable books which have been stolen, and which may be

offered for sale.

An Employment Department keeps records of bookstore clerks, and enables managers to obtain skilled help on short notice.

These departmental central office services are destined to grow in the trade future, and membership in the A. B. A. will reduce the costs and improve the efficiency of the member stores. On the other hand the primary purpose of the home office to act on questions of legislation, censorship, trade practice, trade conditions, and publishers' relations will grow apace. The Association will devote itself with renewed energy to more efficient

national selling.

We face a future in which this trade collectively and individually will endeavor to sell more and more books. The trade associations and the trade papers are the medium through which individuals may meet and exchange ideas. Common collective effort, foresight and understanding, the everlasting teamwork of everyone in the business is the only basis on which we're really going to sell more books. This trade competes not so much with one another as with other industries and activities, serving the new America at work and at leisure. Organization is needed to foster and develop national reading habits.

That you who are members of the A. B. A. may get a picture of the bookselling situation, and the place in it of the present small, but strategic forces of the A. B. A., I have prepared a map. It shows by sections the bookstore membership of this organization—it shows as one parallel of comparison the bookstore circulation of the "P. W."—men and women with book business enough to subscribe for the trade journal. They should be associated equally with membership in

the A. B. A.

The figures given indicate the number of separate, distinct "bookselling establishments" which are members of the A. B. A., how many of the same are subscribers to the Trade Journal. There figures take no account of duplicate, or individual, or allied

will note, therefore, a prospective quota at which to direct our membership drive. It is the "bookselling establishment" subscription list of the "P. W.," 1500 prospects. To say the least, we ought to secure 40% of them.

I want to urge booksellers across America to unite with the A. B. A.—you owe it for past benefits; you shall create and share future ones. I want to urge members of the A. B. A. in sectional areas, or from this home center to bring in these non-members, I want to urge the publishers and their travelers to sell these outsiders union with the A. B. A.; I want to urge our trade papers to promote this membership.

We can have a thousand or more A. B. A.

members—we ought to have them. In the bookselling of tomorrow when we have collectively thought out, planned out and put in practice the methods necessary, the profession of bookselling will be known, respected and consulted more and more.

I want to remind booksellers that we have not lacked in leaders and leadership. Our leaders have lacked a responsive membership. As we prepare for the larger bookselling of tomorrow, it is desirable, nay more, it is imperative that members of the A. B. A. be alert and aggressive. They have been terribly inert and unresponsive. With an active nation-wide organization, bookselling may achieve new heights of glory and success far beyond the outposts carried on the 13th of this April.

"Why Some Good Books Do Not Sell"

FRANK X. HOWARD

of Duttons, Inc., and vice president of the Booksellers' League of New York

IT HAS ALWAYS been somewhat of a mystery to publishers why certain good books on their lists do not have the large sales volume they merit. I have no desire to appear before you as a Sherlock Holmes, yet because I have come in daily contact for over twenty years with the prospective book buyers that publishers are striving to reach and influence with their varied sales promotion methods, I believe I have learned why customers refuse to buy certain favorably reviewed books. Forgive me then for saying why I think some good books do not sell and to offer a few suggestions for sales promotion:

First let us consider the physical side of the book. A poorly designed jacket of questionable taste has often killed a possible sale of an otherwise good book. Frequently I have witnessed customers emphatically refuse to buy a book with a luridly illustrated jacket. They make up their minds that the book in question is just as poor as its jacket implies.

It is a mistake to publish every new detective story or novel of the same author with a jacket design that is exactly alike in lettering and layout. A browsing customer glancing hurriedly over a counter full of new books and seeing such a book, confuses it with one he has already read by the same

author and quickly passes it by, and so a sale that the new book might otherwise get, is lost.

I have many times seen plainly designed jackets with brief, praiseworthy quotations from leading book critics thereon, actually attract the attention of the browsing customer or window shopper and sell him (or her) the book. Ideal jackets of this type are on the first volume of "Men and Memories" by Rothenstein, published by Coward-McCann, and "I Was a Spy," published by McBride.

Prospective book buyers are constantly asking the retail salesman: "Have you read it?"
—"Is it good?"—"What do the critics say about it?" whenever they are shown a new book. This is why favorable quotations of prominent critics on the jacket of the book greatly increase its chances for a sale, especially on a counter or in a window display.

Book buyers today show a marked aversion to books that are printed in small, close type, also to oversized books, and particularly to those with unopened leaves. Also to modern books in several volumes, published one volume at a time over a period of years.

A book with a short title that is easy to pronounce and thus easy to remember has a far better chance of being sold in larger quantities than one whose title is long, hard to pronounce, and consequently not easy to remember. I have time and again seen customers come into bookshops for a certain book with an unpronounceable queer title and buy a different one instead because they could not remember the tongue twisting title or author of the book they had intended purchasing. A customer came into our store the other day and said that she wanted a book the title of which sounded like a disease. The book she wanted was "Cytherea." I venture to say that this happens often in every bookstore.

When a publisher advertises a book of only fair average quality in, such a way that it misleads the reader of the advertisement into believing that it is a book of exceptional literary merit, it reacts badly on the sale of the next truly good book that that publisher brings out.

Publishers' advance advertisements of forthcoming books should state the date on which the book will be for sale in order that customers may avoid unnecessary arguments with retail salespeople as to why they cannot purchase a book the day that it is advertised in the newspapers.

The arrangement of store stock either aids or hurts the sale of a book. A book on a counter near the entrance will naturally sell far better than a book in the extreme rear of the store, or out of reach high up on a shelf near the ceiling, or out of sight under the counter. When a book does not sell in one place in the store, shift it around to another, where it will have a greater chance of sale.

Frankly, I think that publishers bring out too many books at one time to give to each individual book the fullest sales promotion and advertising it requires to insure its success. To this, more than anything else, do I attribute the fact that some good books do not sell in the large quantities that they deserve.

Whenever I am called upon to make a window display of a book, I go carefully over the favorable reviews of it, by prominent local newspaper book critics, and after selecting the ones with the greatest sales appeal,

I have small cards made with brief excerpts from these reviews printed in clear type on them. I place these cards in the window close to the glass where they can be easily seen and read by the window shopper. This method of sales-promoting a book acts like magic. I have used this idea in my present window display of "Whatever Goes Up" in our store, just a few blocks away. This display shows how effective these cards are in a window.

There is nothing so exasperating to a customer as to purchase what he believes to be a new novel or detective story, only to find upon reading it that he, or she, has already read the book under a different title in England. American editions of English books should either have the same title or give the title under which the book was published in England.

The blurb on the jacket of the book should be taken from the favorable reviews of book critics and not written by one of the staff of the publisher of the book, for customers frequently say to us "Oh! I don't read those blurbs, because I know that the publisher writes them himself."

You should see the keen delight of customers, when they pick up Alexander Woollcott's fine book, "While Rome Burns," and start reading the witty blurb which Dorothy Parker has written for it.

I firmly believe that the best tonic for ailing bookstores is fewer and better books, made to sell for considerably less than they are now. Meet depression with depression prices.

A most decided contributing factor in the sales success of a book is its timeliness of date of publication according to its subject matter. For instance, it would be far better to bring out a book about the theater in the fall or winter when interest in the theater is at its highest, than in the spring or summer when it is at ebb tide.

Expert handling of the sales promotion and advertising of a book is a dire necessity these days when it requires great courage to publish a book, and great sales ability to induce some one to buy it.

The Afternoon Meeting

THE AFTERNOON SESSION opened with a paper prepared by Assistant Deputy Administrator O. J. Libert (see p. 1694). Frank Magel introduced him as one who had been very patient with the booksellers, with their anxieties and their vehemence.

From the list named by Mr. Libert of those to whom the booksellers owe thanks, Mr. Magel said: "One name has been

omitted, that of O. J. Libert."

Karl Placht, who electrified the convention a year ago with his paper on "What I Would Do If I Were a Publisher," again scored a success with a talk entitled "Between the Acts" (see p. 1696).

The amendment to the Constitution, presented in full on page 1450g of the April 14th issue of the *Publishers' Weekly* was read, an amendment to the membership section of the Constitution of the A. B. A.

This amendment was passed.

George Jacobs of George W. Jacobs & Co., Philadelphia, proposed that a committee of two, one publisher and one bookseller, should discuss with Columbia University the possibility of a new program of courses or lectures with the view of raising the professional standards and competence of the American book industry.

Lewis Traver of Traver's Bookstore, Trenton, New Jersey, chairman of the nominating committee, presented the following list of officers who were unanimously elected:

President: Edmund S. McCawley of Haverford, Pa.

First vice-president: John Howell of San Francisco.

Second vice-president: John W. Sutton, president of the Illinois Booksellers' Association (tentative, since the Illinois Booksellers' Association will hold its election soon).

Third vice-president: Charles Campbell of Loring, Short & Harmon, Portland, Me. Secretary: Alfred B. Carhart, Rogers Bookstore, Brooklyn.

Treasurer: Ernest Eisele of B. Westermann and Company, N. Y.

Directors: Richard F. Fuller, Old Corner Bookstore, Boston.

Theodore Schulte, Schulte's Bookstore, New York.



Edmund S. McCawley, the new president of the A. B. A.

Ernest Eisele.

Karl Placht, Beacon Bookshop, N. Y. Carol Fleming, Channel Bookshop, N. Y. Alternates: William Barnes, Barnes & Noble, New York.

Paul Hartenstein, University of Pennsylvania Bookstore, Philadelphia. James H. Lott, New York University

Bookstore.

Mr. McCawley, in accepting the presidency, said he felt a little as if he had been left on the street corner holding the baby. He accepted the honor on the express consideration that the present war board had consented to be his official cabinet. He felt hope and confidence for the coming year. He told the booksellers that they could not say, "That's that," and settle down complacently. All have to do their share to make the public conscious of books and the service that can be rendered in the bookstore.

"Lots of our fences are down," he said, "We've got to mend them. It will take time and conscientious effort. Mr. Fuller, Mr. Crowell and Mr. Magel will continue to work for the association and I'll do my best to carry forward."

Booksellers and Their Code

O. J. LIBERT

Assistant Deputy Administrator, N.R.A.

"ONCE UPON A TIME," as the old story-book formula always begins, and while I was still in school, I had aspirations to be a public speaker, so I sent away for one of those "How to Hold an Audience Spellbound in Ten Easy Lessons" courses. Please do not become anxious and look for the exits, I am still not a public speaker. The illusion of ever becoming another Demosthenes died quickly after reading some of the oratorical tracts. In fact, the only point I remember to have gleaned from them might be summed up in the dictum: "Amuse 'em or amaze 'em.'

I am reminded of the fact that I once tried to take out from a public library in one of our largest cities, a volume of Anatole France, only to find that all his books had been banned from that library. So those of us given occasionally to philosophical speculation about whether humanity moves forward or not may believe that it really does. For the incident I have just described happened not so many years ago. Now, even druggists sell Anatole France. Personally, I should say he's one of their best prescriptions, even if they don't know it.

The amazing change in thought, customs and beliefs that this incident discloses has been brought about largely by books. Books are like star shells lighting the darkness for the attack on the forces of ignorance. You, as purveyors of books, are a vital force in our national life. Your trade must be protected, fostered and expanded, if possible, by every fair means. I believe that your code is going to prove of great assistance and I am happy to know that a great many of you concur in this belief.

The signing of the supplementary code on Friday, April 13th, was a good omen and I hope that you will be able to look back upon it as a red letter day and laugh at the ancient superstition. I say "red letter day" advisedly, for the promulgation of this code means the emancipation of your trade from predatory business practices which have grown up during recent years. Many who have striven earnestly to eradicate these prac-

tices had almost come to regard them as inevitable. The code also means self government within the trade itself. This will enable your business to develop along cooperative lines. Mutual helpfulness, impossible under the old laissez faire system, can now be realized in a very realistic sense.

I know some of these old evils at first hand, for I once sold books for a large firm in Illinois, gaining a fairly intimate knowl-

edge of some of your problems.

These problems, I firmly believe, will largely disappear under code operations. I speak from knowledge gained of observa-tion of the workings of other NRA codes. For nearly every other trade and business in America was suffering from destructive, cutthroat practices that too often resulted only in the survival of the worst cut-throat. Not that anybody really wanted this savage and often ruinous competition, but under the old system there was literally no help for it. A small minority of chiselers could always make the honest and fair-dealing majority meet their competition whether that majority wanted to or not. We all know the methods used. Sweat shop wages, long hours, child labor—a fierce and ravaging warfare, alien to every fine human impulse. Finally it brought the whole nation to the very brink of a general economic collapse, with all its appalling implications.

Every one of you who hears me now remembers and was deeply affected by conditions then. In the midst of such plenty as the world had never known before we approached economic disaster. The paradox of bitter want presented itself in a country of illimitable resources, of ingenious technological creativeness and an industrial plant capable of supplying far more than we could possibly consume. Despite the riches lying at our front door, we were unable to realize them. Factories continued to close, locomotives were parked silent in the yards, ships were taken off trade routes. Worst of all, perhaps, a bleak hopelessness gripped millions of our people. Some even thought that the machine age, which gave the promise of plenty for all, and release of mankind from most of the tedium of toil, was an illusion. I know that you of the bookselling industry were very hard hit. People who cannot buy bread cannot buy books and this is no mere oratorical metaphor, either.

But suddenly there came an end to this planless groping for a way out. The President's recovery program was launched—a bold and brilliant experiment to end the depression and to prevent the recurrence of

others.

The whole postulate of the recovery program is that a vast majority of business men and women are honest and that if they are permitted to bind themselves to a constructive policy they will enforce that policy honestly. In doing so, they automatically eliminate the threat of the chiseler, who is determined to profit by that very honesty of the majority. Trade heretofore has been helpless against such pirates. The more honest and fair it was, the more the chiseler gained. We have come to an end of this ruinous skullduggery at last.

The codes, raising minimum wages, shortening hours and eliminating destructive trade practices, offer a practical, workable program that is already well on the way to effecting

national economic rehabilitation.

Now that the bookselling industry has its own code and is operating under it, I wish to impress upon you the fact that it is something more than a gentleman's agreement. It is not only the law of your trade, but it is the law of the land as far as the bookselling industry is concerned. It has the same force and effect as any statute enacted by Congress.

In some quarters it has been noticed that this view of codes is not thoroughly understood—and I am not referring specifically to your trade. Your code is law so long as it is in effect, and violators of it are liable to prosecution under it just as much as if they had transgressed any other law. Prosecution, however, is not the desire of the Administration and certainly persecution is not. We believe that wherever there are misunderstandings resulting in violations—unless these violations are flagrant and repeated -adjustments can be made to bring about acquiescence and observance. I believe that a vast majority of your members are most anxious and willing to work under their code and observe it both in letter and in

spirit. It is for their own well-being and that of the trade as well,—that they should do so. Remember that the structure of the recovery program is indivisible—and that individual recovery is the segment of the whole.

Having had a part in the preparation and development of this code, I am naturally keenly interested in its success. I much appreciate the helpfulness and co-operation which many of your members have so generously given in its making. I know that these men will abide by it and that their influence will have a potent effect upon others.

The most recent issue of one of your trade journals, published after the signing of the booksellers' code, indicates nearly unanimous satisfaction with it and the belief is generally expressed that the whole business of the retail sale of books will be rejuvenated and a new era of book merchandising inaugurated. I coincide with these enthusiastic comments, not so much because I have a knowledge of your problems, but because I have heard identical comments from other trades whose codes I have had some part in making and which went into operation some time before yours did. The practical results achieved were demonstrable in a surprisingly short space of time and their experience augurs well for your industry.

Certainly I may say that there is no code in which I have so sentimental an interest as I have in yours. I do not believe that this interest is attributable to the purely selfish consideration that bookselling gave me a start in life. I believe that I can detach myself, quite honestly, from any selfish viewpoint and still regard bookselling with a sentimental attachment. As a pure abstraction, bookselling is a noble and very delightful occupation. I don't like that word "noble" because it carries implications of Victorian pomposity. So I'll take the universal recourse and say: "You know what I

mean."

But as to the delightful aspects of bookselling I can readily attest. Here is no mere dispensing of widgets and gadgets and revolving ratchets, important as these may be. No, books are not insensate things. Between their covers are all that man has thought. Books are breathing, living beings, that we can invite home and talk with and argue with and live with. Those we choose as our permanent intellectual friends mark us.

So, with this single attempt at oratory, which I assure you is simply the dying reflex of "How to Hold an Audience Spellbound in Ten Easy Lessons," I anticipate the happy ending in naming those whose interest and labors were in large measure responsible for your code. They are: Mrs. Franklin D. Roosevelt, Frank L. Magel, Cedric Crowell,

Richard Fuller, David Barr and Dr. S. F. Heinritz. Mrs. Roosevelt, with her usual keen interest in all questions affecting our national life, was apprehensive about the future of the small bookseller; Mr. Magel, you might say, was the father of the code and Dr. Heinritz of the Consumers' Advisory Board, besides being the indulgent uncle, will, as administration member of the code authority, continue as a sympathetic and understanding friend. I thank you.

Between the Acts

KARL PLACHT

Beacon Bookshop, New York City

DURING THE FIRST PART of this Convention you have listened to a number of very interesting papers culminating just now in the very heartening and enlightening talk by Mr. Libert.

In a few minutes, you will devote your attention to the second part, namely the business meeting of the A. B. A. Between the acts, so to speak, I venture these few very informal remarks.

I welcome this opportunity to voice my own gratitude and admiration for the magnificent achievement which the Three Musketeers hatched on that memorable Friday the thirteenth and it seems needless to add at this late hour that all booksellers, present or not, whose aim is the proper cultivation and advancement of their trade, join me in these sentiments. The keynote of this whole convention has been one of victory and renewed spirits. Rightly so. What has been accomplished is impressive.

The New Deal which was only a faint mirage a year ago, and the coming of which some cynics amongst us doubted very seriously, has finally been achieved. At the time of last year's Convention, we were at the threshold of the N.R.A. movement. Most of us embraced the idea wholeheartedly. Shorter hours, higher wages, greater purchasing power. Codes. It seemed difficult, but sounded hopeful and well worth trying. Downhearted as we booksellers had been on account of the long strain of severe price competition, we felt that with the application of the N.R.A. principles we would witness an improvement in our situation,

particularly since we knew that the "R" in N.R.A. stood for Recovery. What happened instead is history. For nearly a year our condition went from bad to worse, as we were subjected to the most ruthless, brutal, selfish and destructive cut-throat practices.

Moreover, what seemed at first a peculiar New York infection, threatened to spread to other cities, all over the country. Meanwhile, the only relief we received from the N.R.A. was in the form of long telegrams, sent collect, telling us how sympathetic they were and that we could order our funerals in dozen lots to get them cheaper.

I do not have to fear any serious contradiction when I say that between the late fall of last year and the morning of Friday the 13th of April 1934 the American Retail Book Trade was deathly sick and the consulting physicians watched its pulse grow weaker hourly, in grave apprehension. Happily, the curtain has fallen on that part of the drama and today we pause, in a broader sense, as between the acts.

Several thoughts stand out immediately and clearly as we face the future. First, we will never consent to go back to the chaos we came from; nor can we afford to stand still; we have to go forward. We know there can be but one choice now between planlessness and planning. If it be a question of no discipline or more discipline, the rank and file in this trade emphatically are for more. We also know that what we have achieved just now is merely the first step in the right direction.

Also—the damage done cannot be repaired



Robert M. Coles, acting executive secretary of the A. B. A.

in a day. It will take time and patience to win back old friends who have forsaken us. With the pernicious and destructive principle of the loss leader eliminated, we can hope again to appeal to many because of specialized knowledge, personal service, or the integrity of our advice. We can hope to pay our debts and to make an adequate living instead of becoming paupers. But if the next few months will be in the nature of a transition period for us booksellers, we are well aware that they may also be months of adjustment for the publishers.

But the publishers profess to be elated over our victory. Most of them even claim that they went to bed every night with a prayer for Price Maintenance. Now their prayer has been heard. Let us hope they will have the courage to stand shoulder to shoulder with us, and the vision to take the long view of this new development, and not the short one. They have learned their lesson, too, and realize now that you cannot eat your cake and have it, too. In the last analysis, their main problem is one of broad and adequate distribution and you cannot

provide for wider distribution if your whole apparatus is threatened with breakdown. And so it seems reasonable to say that the stage is set for rehabilitation; the way open to a better future for ourselves and for sounder growth of our trade.

In conclusion, let me suggest this thought: All of us are anxious to pay a real and sincere tribute to the leaders in this, our fight for existence, who have been so generous with their time, so devoted to their effort, so undaunted in the face of obstacles, and so able in the presentation of our case. I believe we members of the A. B. A. could pay them no better tribute than to rededicate ourselves to the task of strengthening our organization and you who are not members yet, join us now. We need your support. The work is not over, it has just begun.

Entertainment

ABOUT FIFTY BOOKSELLERS gathered at the Hotel Montclair on Sunday afternoon, first for a tea and cocktail hour and informal discussion, then for an informal dinner. After dinner, A. J. Villiers showed his picture, "By Way of Cape Horn." Afterwards, many sat around discussing the code and others went downstairs to dance.

On Monday night was the annual banquet arranged by A. B. Carhart, Chairman of the Entertainment Committee. David Barr, Assistant Counsel for the Fourth Division of the N.R.A., who was to have spoken at the afternoon session, spoke briefly.

"When the booksellers came to Washington," said Mr. Barr, as the jubilant booksellers swarmed around him, "you looked like a poor, gasping industry. I wonder whether you would be so successful in getting what you wanted if they could see you now. I know you are generally reputed to be in some way connected with the dissemination of culture."

Eleanor Shaler, author of "Wake Up and Find a Stranger," sang some of her clever and amusing songs and John Mulholland, author of "Quicker Than the Eye," did some of his marvelous sleight-of hand tricks. There was dancing until after midnight.

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

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May 5, 1934

HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—Bacon.

Keeping Up with the Code

CEDRIC CROWELL has a magic brief case out of which he can pick at a moment's notice



WE DO OUR PART

any fact or argument to support the need of a fair deal in bookselling and to point the way to obtain this. That magic source of information cannot be duplicated and put on each bookseller's desk but the equivalent adapted to

each store's needs ought to be there.

Every bookstore should have at the manager's desk, but available for all to consult, a file of the basic documents necessary to do business under the code system and a cumulative file of the important decisions that af-

fect the interpretation of all codes touching the book business.

Among these documents are the complete Retail Code (Registry No. 1625-2-02), obtainable from the Government Printing Office, Washington, at five cents;

The Booksellers' Code (Schedule B of the Retail Code), published in the April 14th issue of the *Publishers' Weekly*, reprints of

which are available on request from the office of the *Weekly*, or the official printing (Registry No. 501-07) from the Government Printing Office five cents.

Explanations and interpretations of the Booksellers' Code as these are issued, in order that there may be completely uniform under-

standing of what the sections mean.

Explanations of the text of the Booksellers' Code can come from the National Booksellers' Code Authority at 35 East 20th Street, New York. Cedric Crowell, chairman, by definition, states that "an explanation" might be said to be an opinion on which all persons if acquainted with all the facts and in possession of their wits would be likely to agree. An interpretation of the Code which can only be given by the Administration in Washington, would be necessary when such problems arise, where even among those who have a common and full knowledge of all the facts involved there might be differences of opinion.

Every bookseller should have before him the address of the National Booksellers' Code Authority (35 East 20th Street, New York) and have at hand for reference the names of the members of the Booksellers' Code Authority which includes Cedric R. Crowell, chairman, Frank L. Magel, Richard F. Fuller and Harriet Anderson, representing the A. B. A.; Walter Cox of Wanamaker's, Philadelphia, and Virginia Kirkus representing booksellers not members of the A. B. A.; and James H. Lott of the New York University Bookstore representing the National

Association of College Stores.

The bookseller should also keep on file a list of the special committees appointed to study various aspects of the trade and relay to these committees any information that may be pertinent to their work, these committees being: Committee on Premiums, Frank L. Magel; Committee on Rental Libraries: A. R. Womrath; Committee on Public Libraries, Virginia Kirkus; Committee on Bookseller-Jobber Relations, Walter Cox; Committee on Bookseller-Mail Order and Subscription Publishers Relations, E. S. McCawley; Committee on Bookseller-Publisher Relations, Richard F. Fuller, Frank L. Magel, Cedric R. Crowell and Walter Cox; Committee on State and Municipal Contracts, James H. Lott. The bookseller should study the enforcement of the provisions of the code, Section 6, in order that he may

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know how complaints should be lodged and should record the address of the Local Book-sellers' Code Authority when such shall be announced and of the Local Retail Code Authority which will cooperate in the administration.

Accepting the Responsibility

"You must accept your social responsibility," said Mr. Heinritz of the National Consumers' Advisory Board in his significant address to the booksellers this week, and this note of serious responsibility was apparent throughout the convention. And the booksellers are getting ready to accept the responsibility placed upon them by the establishment of the Code.

The Booksellers' Code, in the eyes of the administration, is a pioneering experimental document with new features which have been permitted because of the peculiar importance of books to the cultural life of the country. Periodicals and newspapers have their recognition as cultural agencies in longestablished postal classifications; the importance of books in public collections is recognized in national, state and city budgets, and now, by providing a sound basis for the distribution of books to individual readers, the New Deal gives the emphasis of social significance to the retail selling of books. In doing so the practice of every other literature-producing country of the globe has been followed.

That this emphasis on the social significance of country-wide book distribution has been given by the National Recovery Administration and has been given with the full approval of the Consumers' Board is epochal. The object with which the N.R.A. was founded, as Mr. Heinritz pointed out, was not primarily to restore profits in an industry, important as profits are if the government is to collect revenues. N.R.A. was authorized to increase the flow of goods, to build back America's lost volume of business which had been cut in half in four short The primary object, then, of the Booksellers' Code is to make books flow quickly and efficiently to every type of market. To do this the bookstore and the book department must increase its power and its prestige, its power to reach out energetically for book buyers, its prestige as an institution that has a service to offer that is worth what it costs.

This direct call to new effectiveness and renewed standards must not be left for a moment unheeded. We must now take up the task that lies before us. We must make the best in books available in editions that will find their way to every market. We must know more about our business and make that knowledge common knowledge. The long-established bookstores must take on new vigor, and unserved communities must be given bookshops. The new book is to be given a fair chance in all shops under the new dispensation, but the life of desirable old books should be extended, and popular priced editions whether on the dollar or ten cent counter must be given their chance.

The uniform price of new books and new editions for the first few months of their precarious life is no objective in itself in the present emergency. Stabilization is not a final objective but can be a sound foundation for efforts to make books play their full part in our life. Booksellers have been held to ineffectiveness because the ground quaked under them at every step; can they stride forward now that a firmer footing is provided? In every other country this firm footing is the natural and expected condition provided for this important social agency; in America we are on trial by the public to see whether we are worthy of such recognition. Booksellers, we have a chance, we have good friends, we have good leaders, we must start on our way promptly.

The New A. B. A. Leader

THE BOOKTRADE is fortunate in having an able leader to step into the highly responsible position of the presidency of the American Booksellers' Association. Edmund McCawley of Haverford, Pennsylvania, is a thorough bookman who will stand for the best traditions of bookselling at a time when higher professional standards can do so much to reestablish the public's interest in books and bookstores; he is a successful merchant so that he can help others in their practical problems; he has proved himself a good executive in the Philadelphia Booksellers' Association; and he has worked closely with the group responsible for the new Code and can work with harmony and efficiency in the busy years just ahead.

The booksellers can trust Mr. McCawlev to give his best efforts to the work; he needs and deserves their unstinted support.

Attention, Bookseller!

An Important Announcement by the National Booksellers Code Authority

LOCAL BOOKSELLERS COMMITTEES

THE SUPPLEMENTARY Code of Fair Competition for the Booksellers Trade, Section 4, subdivision 6, calls for the formation of Local Booksellers Committees in certain areas.

These Committees, however, must be set up in accordance with a plan which has been submitted to the Administrator for approval. As soon as this procedure is approved, booksellers will be advised through the pages of this journal. The National Booksellers Code Authority expects this approval shortly, and urges booksellers to wait for the publication of full details in order to avoid work which may have to be duplicated.

If any city or area has already organized itself, it should communicate immediately with the National Booksellers Code Authority indicating its preference as to the representative to be appointed by the National Booksellers Code Authority for effectuating authorized set up of the Local Booksellers Committee.

It should be noted, that in order to insure uniform understanding and application of Schedule B, only the National Booksellers Code Authority may make explanations and interpretations of the Schedule.

All enquiries should be referred to the National Booksellers Code Authority at 35 East 20th Street, New York City.

National Booksellers Code Authority
35 East 20th Street
New York, N. Y.

Handling Textbook Code for the N. R. A.

Statement by Deputy J. J. Connolly Concerning Code for Textbook Publishers

A GREAT DEAL of confusion and misunderstanding seems to exist, particularly in the minds of school authorities, concerning the possible intent and effect of the Code proposed by the National Textbook Publishers Council.

Since the time the Code was first proposed many months ago and during the subsequent negotiations, hundreds of letters and calls have been received by the Administration from school Authorities, State Governors, Senators, Representatives and others making violent protests against the assumed effect which the approval of this Code might create.

Having been clearly cognizant of the aims of this representative body of publishers, it is difficult to understand the cause of such widespread misunderstanding, since a careful analysis of these protests has revealed that in a large part these have been due to a gross misconception or misinterpretation of the Code provisions.

In proposing this Code, the National Textbook Publishers Council have only done their part in answering the call of the President, and to my mind the purposes and ideals upon which it has been conceived are ethical and lofty throughout, and a sincere attempt has been made to afford all possible protection in the Code to this Industry's consumers.

In conducting negotiations on this Code, unusual precaution has been resorted to by the Administration to obtain a comprehensive understanding of the viewpoint of the School authorities to the end that maximum protection be afforded school children, the ultimate users of textbooks.

It is well known that the textbook, though a more or less unimportant item in the State budget, has assumed in many States enormous political significance due to its emotional appeal to the voters. The laws now existing in many States, primarily intended to protect the consumers, have very often had the effect of defeating their own purposes and are at present admittedly unsatisfactory to both the buyers and sellers of textbooks.

Much has been said about the possibility of increased prices for textbooks as a result

of this Code. Nothing could be further from the truth. As a matter of fact, it is the avowed purpose of the Code to work toward a greater flexibility of textbook prices to the end that lower prices will be available to schools during periods of lowered production costs. This has not been possible in the past and the consumers have suffered in consequence.

In an attempt to clarify some of the flagrant misunderstandings, the following questions and answers have been compiled from an analysis of the protests received regarding this Code:

- 1. Will the Code tend to generally increase the price of textbooks?
 - Answer—The Code will have no effect on prices for the outright purchase of textbooks. The restriction allowing only 5% for exchanged books is merely a reversion to the exchange terms which prevailed without adverse comment in this Industry from 1918 to 1933. The amount of business affected by this provision amounts to only 6.42% of the total business done by the Industry.
- 2. Will the Code require that interest be charged upon accounts not paid within thirty days, or that credit may not be extended beyond that point?
 - Answer—No, except when books are purchased for rental, and this practice is already customary within the Industry.
- 3. Will the Code prevent publishers from accepting the return of new books ordered in excess of the expected demand?
 - Answer-No.
- 4. Will the Code control or regulate the sale of college textbooks?

 Answer—No.
- 5. Will the Code either through the price filing provision or in any other way tend to prevent competitive price bidding?
- Answer-No.

- 6. Will the Code nullify State statutes or existing contracts? Answer—No.
- Will the Code prevent the legitimate reproduction of copyrighted materials? Answer—No.
- 8. Are special editions controlled, regulated or prohibited by this Code?

 Answer—No.
- 9. Will the Code require any change in the customary discount prevailing in this Industry?

 Answer—No.

I am sending a copy of this Release and a copy of the final revision of the Code to all known interested parties and shall be happy to receive any pertinent comments or suggestions whether they be approval or constructive criticism.

Address all communications to J. J. Connolly, Room 4830-B, Department of Commerce Building, Washington, D. C.

Price Maintenance in Other Fields

BECAUSE OF A COMPLAINT issued by the Federal Trade Commission against the W. A. Sheaffer Pen Co., based principally on the contention that it is illegally maintaining the retail price of Sheaffer products, the Sheaffer Company has issued a "Restatement of Policy" which reads in part:

As to our price maintenance policy:

We have a legal right to announce the retail prices of Sheaffer products. We shall continue to announce these prices.

We have the legal right to discontinue the sale of these products to a dealer who cuts these prices. We shall continue to refuse shipments to price cutters.

We have a legal right to publicly announce this policy of no dealings with price cutters. We shall continue to do so.

We have a legal right to use our employees (not dealers) to investigate cases of price cutting and to use information thus obtained. We shall continue to do so.

We have no right to enter into any agreements with dealers that Sheaffer prices will be maintained. We do not do this.

These policies have been difficult and costly to maintain. But we know they have been worth the time and effort and money spent.

The Sheaffer Company operates on a nonjobbing agency plan whereby Sheaffer products are sold direct and only to a selected group of retail dealers, in an effort to protect Sheaffer pens from price cutting.

Another firm to take steps toward price maintenance is the Bushwick-McPhilben Corporation, distributors in Greater New York and vicinity of Sparton radios and refrigerators. Uniform resale prices are established through an agency system whereby the new Sparton models are being delivered only to retailers who have entered into a new form of agreement with the distributors providing that the retail prices stipulated by the latter shall be held to by the dealers selling to the public. This agreement is predicated on the National Industrial Recovery Act and the New York State act supplementing the NIRA in intrastate commerce. The price restrictions are applied specifically to a single manufacturer's branded products, which are in open competition with similar products of other makers, so there is no There are provisions in the agreement by which the restrictions may be lifted in case any dealer finds that he cannot sell his stock of Sparton products at the prices set, but the dealer must first offer his stock back to the manufacturer before cutting prices.

The Upswing

DEPARTMENT STORE SALES the country over for March, 1934, were 44% higher than for March, 1933, and for the period January 1 to March 31, 1934 were 27% higher than for the corresponding period a year ago, according to the monthly figures released by the Federal Reserve Board. The percent of increase this March over last by Federal Reserve Districts was: Atlanta, 71%; Cleveland, 67%; Dallas, 58%; Chicago, 53%; Richmond, 52%; St. Louis, 49%; Boston, 43%; Philadelphia, 42%; Kansas City, 42%; San Francisco, 40%; New York, 32%, and Minneapolis, 29%. For the first quarter of the year the per cent of increase over the corresponding period in 1933 is: Atlanta, 43%; Dallas, 41%; Cleveland, 36%; Chicago, 34%; St. Louis, 34%; Richmond, 28%; Boston, 25%; Kansas City, 25%; San Francisco, 24%; Philadelphia, 21%; Minneapolis, 20%; New York, 18%.

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Round About the Booktrade

"WE ARE FINDING," said Marion Dodd of the Hampshire Bookshop the other day, "that curtailment of students' budgets in our colleges has been so drastic that, now that there is a slight easing of the situation and new impulse to buy books, we must start over again to build a wider students' interest in their book collections. For many years one college class after another caught the spirit and interest of bookshop browsing, and each succeeding class gave us a new group of steady buyers. In the last two years the number of browsers has greatly decreased, and our most urgent problem is again to make the shop as active a gathering place as it was." 姓 姓 姓

"The bookstore," said Christopher Grauer of Otto Ulbrich's in conversation at the Convention the other day, "has got to work out its functional usefulness on a new scale and with new ideals. We have got to make ourselves more intimately aware of the individual and specific interests of our community—general publicity to mailing lists will not be enough. We have got to analyze the buyers, know to whom we are reaching out, and just what it is we are offering, so that our suggestions and catalogs and lists will go to them with a much more personal appeal than ever before.

"We are finding out many new lines of interests among customers, an interest in current events such as has never existed before. When Emma Goldman came to Buffalo to lecture recently, our store took occasion to reach out for a public who would be interested in her book. The same would be true of Norman Thomas. A good rule for the bookseller in the period just ahead is to study his community anew, advertise to clubs appealing to their special interests, build up the store personnel to the best possible level, encourage everyone on the staff to make friends and keep their book interests in mind, personal friends, friends in clubs and other groups. A new deal for the bookstore ought to mean a new deal for the book buyer, too." 光 光 光

The Saturday Review of Literature put out a very gay Convention EXTRA with a display head in red, "Prominent Booksellers Shot Last Night." One leaf printed on two sides carried about twenty informal snapshots made at the Convention Sunday night.

Christopher Morley's recent trip to a dozen cities of the Middle West which he made with Edward Ziegler of Doubleday's as courier was another triumph for this well loved bookman. At Buffalo, Christopher Grauer of Otto Ulbrich's tells us the great basement room was cleared of tables for space to hold Mr. Morley's admirers and at Cincinnati, says John Kidd a queue formed out on to the sidewalk and nearly eight hundred people came to the talk and reception.

Cedric Crowell reminded us that at the famous A. B. A. Convention at Philadelphia a dozen years ago, he played the part of Roger Mifflin in the "little act" whereby the hero of "The Haunted Bookshop" was given the diploma of "Doctor of Bookselling" and a properly engrossed parchment. That title most appropriately belongs to him now after this season's demonstration of what he can do to doctor a sick trade. And fortunately he is to be kept at the job with his shingle out as Chairman of the National Retail Booksellers Code Authority. ""

Blair Niles was the guest of honor at a literary tea given by Longmans, Green on April 26th, the occasion being the publication on May 2nd of her new novel, "Maria Paluna," a story of Guatemala during the Spanish conquest. Mrs. Niles spent a good deal of time in her locale and brought back from there clothes and fabrics made by the natives. The Fashion Group, the outstanding group of designers in New York, is designing summer clothes, using the truly beautiful Guatemalan colors in patterns and styles adapted to 1934, and is launching a series of Paluna styles which will be ready in June or July. Certain exclusive stores have already bespoken the shoes and hats, beach clothes and blouses. There will also be a series of Paluna silk prints. So there will be plenty of advertising for the word "Paluna" of which booksellers may take advantage.

Books Exports Rise

Exports of Books in general have shown a decided increase during the first two months of 1934 over the first two months of 1933, according to figures released by the Department of Commerce. A comparison with last year's figures shows an increase in the exportation of textbooks, trade books and unbound books in sheets for the two-month period. Comparative figures showing exports to principal countries and total exports are:

Bound-Educational Textbooks

	JanFeb.	JanFeb.
	1933	1934
United Kingdom	\$27,477	\$27,394
Canada	\$28,075	\$25,359
Philippine Islands		\$95,019
Total—all countries	\$155,074	\$189,273

Other Bound Books

Other Bonne		
	JanFeb.	JanFeb.
	1933	1934
United Kingdom	. \$45,400	\$57,200
Canada	\$126,398	\$154,447
Total—all countries	\$244,275	\$268,059

Unbound Books in Sheets

Chooming Doons	in once.	,
	JanFeb.	JanFeb.
	1933	1934
United Kingdom	\$11,657	\$38,054
Canada	\$815	\$732
Total—all countries	\$13,221	\$41,052

Unwin Protests Book Deposit

THE LONDON Times of March 23rd carries a letter from Stanley Unwin, President of the Publishers' Association of Great Britain, protesting against the continuing of the requirement of the British Customs of filing with six different libraries copies of each book issued. "Few people know," he says, "of the peculiar taxation which book publishers have to bear, consisting of no fewer than six copies of practically every new book issued, and for that matter new editions of old books as well. In the case of a cheap or mass-produced book, the tax is not so serious, but with works of learning and books of which only small editions are produced it represents a most onerous burden. It is, in fact, a tax on capital which no other class in the community is called upon to bear.

Ironically enough, one of the six copies is for the benefit of an independent Dominion—namely, the Irish Free State. No publisher begrudges a free copy to the British Museum of every new book published, and most publishers would, I imagine, be glad for the British Museum to have a larger grant for the acquisition of foreign works. But if there is to be any more generosity in giving books away, it should most emphatically not be at the publishers' expense."

Culbertson Restrained

An injunction, brought by E. Hall Downes and Bridge Publications, Inc., restraining Ely Culbertson from representing that he has exclusive rights to the "Culbertson System" of contract bridge, was granted on April 19th by Referee Harry D. Nims, appointed for the Supreme Court of New York County. This decision rules that the so-called Culbertson system of bridge is not the exclusive prop-

erty of Ely Culbertson.

In April 1932, E. Hall Downes first published his "Contract Bridge Self Teacher" based on the Culbertson system, which became a best selling book in many regions. In May 1933, Culbertson issued, in direct competition with Mr. Downes, "Culbertson's Own Contract Bridge Self Teacher, by Ely Culbertson, Himself." In June, 1933, Downes brought suit against Culbertson charging that Culbertson was conducting an advertising campaign to the effect that no one but Culbertson was entitled to publish books on the so-called Culbertson system and that Downes by publishing his book was infringing upon Culbertson's rights. The complaint sought to prevent Culbertson from "claiming ownership of either the Approach-Forcing or the Culbertson system of bidding in Contract Bridge; from claiming that 'Culbertson's Self Teacher' is the only authorized self teacher of the Culbertson system, or that Culbertson is the only person authorized to write any book explaining or interpreting such system."

The referee held that the Culbertson system was an idea, property in which can be secured neither by copyright, which protects only the means of expression, nor by patent, which would protect only the means of reducing it to practice. The Culbertson book contains the same number of pages as the Downes book, is of a somewhat similar color

scheme and follows the same general plan in setting forth problems, drills and answers, but the referee held that Downes had no exclusive rights to such features and therefore refused to restrain Culbertson from using such features or from employing the name "Self Teacher." He likewise refused to award damages to Downes, stating that no damages had been proved.

Senator Nye Speaker at Luncheon Honoring Munitions Book Authors

SENATOR GERALD P. Nye, chairman of the Senatorial committee on the investigation of the munitions ring, was the principal speaker at an enthusiastic luncheon given at the Hotel Commodore on Monday, April 30th, in honor of H. C. Engelbrecht and F. C. Hanighen, co-authors of "Merchants of Death," published by Dodd, Mead and Company. In addition to Senator Nye, Rabbi Stephen S. Wise, Bishop Francis J. McConnell and others paid respects, particularly to the sanity and force of the arguments set down in "Merchants of Death." Senator Nye, whose remarks were broadcast over a nation-wide hook-up of the Columbia Broadcasting System, stated that on facts such as those furnished by the two authors of "Merchants of Death" his Senatorial investigation would be definitely based.

University Press Conference

THE DIRECTORS of university presses met in conference on Wednesday, the 25th, at the Faculty Club of Columbia University. There were important matters up for discussion. Phelps Soule of the University of Pennsylvania Press was chairman of the meeting, and Donald P. Bean of the University of Chicago Press served as secretary. Thirty members in all were present, and lunch was served at the Club.

George Buckley, assistant to General Johnson, was present to answer informally questions with regard to the application of the Graphic Arts Code to the university presses. These presses are of a type not common to printing plants in general. Some are owned by the state, as are the presses of the University of Oklahoma and the University of California; some, such as the presses of the University of Chicago and the University of Pennsylvania, are owned by privately endowed universities; some have separately cor-



Senator Nye (center), photographed at the luncheon in honor of F. C. Hanighen (left) and H. C. Englebrecht (right), authors of "Merchants of Death"

porate existence under endowment, as has the Yale University Press. These special characteristics raise problems as to cost finding on printing when such presses might be considered as in competition with commercial enterprises.

On matters of hours and wages the presses are following all Code provisions, and on work done for the state or for institutions with which they are connected do not seem to be likely to be classified as in competition with commercial plants. Such questions would arise in producing printing outside of strictly university work.

The university press group has maintained for a period of three years an educational directory which covers the faculties of over 1,400 colleges and universities. This directory is classified and the lists are on stencils for immediate use for circularization either under general classifications or under exact subdivisions, according to the usual faculty classifications. The directory has been kept up to date by a carefully organized staff at the University of Chicago acting for the group, and addresses and names are corrected by a systematic canvass of every institution, thus saving the repetition of such canvasses by members. The directory had been undertaken on a three-year agreement, now terminated, and arrangements for extending it for another year were agreed upon.

The stencils are available to publishers not members of the group, to publishers occasionally entering the field of scholarly literature or textbooks who would not themselves maintain such lists, or to others outside the book field who have a reasonable and sound interest in sending information to faculties. Particulars about the cost of this service can always be obtained from Rollin D. Hemens of the University of Chicago Press.

Among the presses represented at this annual conference were those of the Universities of Pennsylvania, Oklahoma, California, Minnesota, Columbia, Harvard, Yale, Chicago, Stanford, Princeton, Oxford, Cambridge, England (through the American offices).

Rounding the Corner

ONE PUBLISHING HOUSE which believes the depression to be over is the Viking Press, which is having a banner season. Its sales figures show that bookstore sales for the first quarter of 1934 just ended are 140% greater than for the same period in 1933, and are already ahead of the entire first half of last year. Even compared to 1929, they are 24% ahead for the same period, with about the same number of titles published.

Correspondingly, the public advertising expenditure for the quarter is up 100% over the first quarter of last year, and the trade advertising on the books of this quarter was up over 150%, with 18 pages used in trade publications as against only 7 for the same period of last year.

Newton Award Made

The A. Edward Newton award for the best personal library of a student at Swarthmore College was announced on April 24, the winner being Howard French of Greenfield, Indiana. This is the fourth year in which the award has been made, and in the opinion of the Swarthmore faculty Mr. Newton's interest in student libraries through this \$50 prize has done much to stimulate the personal ownership of books. The campus itself has no stock of books, and most of the students' ordering is done by mail through the bookstore. This makes the size and quality of the students' libraries the more significant.

The plan as worked out at Swarthmore provides that a local committee, this year headed by Professor Robert E. Spiller of the English Department, shall make a preliminary examination of all the libraries offered by the students for consideration, and when the number has been brought down to three or four an outside judge makes an impartial

award. This year the judge was Frederic G. Melcher, the editor of the Publishers' Weekly.

The libraries considered varied in their extent from 200 to 400 books. They were readers' libraries rather than collectors' libraries, and the students showed intimate knowledge of their books.

Runners-up in the contest were Margaret Fayerweather, Lee Holt and Edward Rome.

Awaited Book List

A LIST OF READABLE BOOKS, on a hundred subjects of common interest, has just been issued under the title "Books of General Interest for Today's Readers." The compiler, Doris Hoit, of the New York Public Library, has been at work on its preparation for the past four months.

Copies may be obtained from the American Library Association at 25 c. each, ten for \$1.50. 11,000 free copies have been sent out by the United States Office of Education. Funds for the work were allotted by the C.W.A. 900 books are on this carefully classified and annotated list. It will be immediately useful to booksellers, as well as to the libraries and to the general public for which it is intended as a guide to the place of books in leisure time.

N.A.B.P. Executive Committee Named

President Norton has appointed the Executive Committee for the National Association of Book Publishers for the coming year. This Committee meets at frequent intervals between the bi-monthly meetings of the Board of Directors, and is responsible for the weekby-week conduct of the Association's affairs. This Committee will consist of W. W. Norton, chairman ex-officio, Donald Brace of Harcourt, Brace & Company, Thayer Hobson of William Morrow & Company, Robert K. Haas of Smith & Haas, Inc., Howard C. Lewis of Dodd, Mead & Company, and W. Morgan Shuster of D. Appleton-Century Company.

Bookmen's Field Day

UNOFFICIAL REPORT has it that the Bookmen's Field Day Committee has settled on July 11th for the Field Day at the Kildeer Country Club, Chicago, where it has been held for the past couple of years. There will be plenty of golf, cards and what-have-you.

Market News

Business Notes

Aurora, Ill.—Miller & Faber have gone out of business.

BRATTLEBORO, VERMONT—E. L. Hildreth & Company, Inc., of Brattleboro, Vermont, announce the opening of a New York City Office at 551 Fifth Avenue. This office will be under the complete management of George E. Neuhedel, recently sales manager of The Printing House of William Edwin Rudge (Rudge Printing Co.) and formerly with Currier & Harford, Ltd. (Currier Press) and Rogers-Kellogg-Stillson (Stillson Press).

The Hildreth Company have been producers of fine printing for over fifty years and have manufactured 42 of the books shown in the various Fifty Books shows.

CALDWELL, IDAHO—The Bee-Gee Bookstore has been bought by F. A. Moore.

CHICAGO, ILL.—The Bismarck Book Shop at 167 W. Randolph Street was formerly called the Bell Book Jacket and located at 208 West Washington Street. Hildegarde E. Glumbeke is the manager.

FORT WAYNE, IND.—The Fort Wayne Book Shop will take over the book department at Wolf & Dessauer Co. It has discontinued its present business at 112 West Wayne St.

Long Beach, Cal.—J. E. & K. F. Brown have moved their shop from 117 Pine Ave. to larger quarters at 230 Pine Ave.

Montgomery, Ala.—The Studio Book & Art Shop in the Nachman & Meertief Department Store has been closed. All correspondence should be addressed to The Studio Book Shop in Birmingham, Ala.

New York City—The Robley Shops at 35½ Greenwich Ave. are out of business.

NORMA, OKLA.—The Book Nook, managed by Sula Saltsman, has been started as a special trade book department of the University Book Exchange.

Philadelphia, Pa.—Albert Saifer has moved from 257 So. 11th St. to 2056-58 Market St.

SAN ANGELO, Tex.—Bertha Teague Bookshop, 26 West Turhig Street, will in the future be run under the new name of Bertha Porter Bookshop.

YONKERS, N. Y.—The Yonkers Book Shop at 155 N. Broadway and owned by Mrs. Vida C. Sidney has gone out of business.

New Quarterly

THE FIRST VOLUME of a new quarterly has been issued by the New School of Social Research at 66 West 12th Street, New York. Its title is "Social Research An International Quarterly of Political and Social Science." This quarterly is issued by the Graduate Faculty of Political and Social Science, commonly known as "The University in Exile," and both issues have a distinguished list of contributors from this Faculty.

New Edition of "Russia Today"

IN CONNECTION with the fifth printing of "Russia Today" by Sherwood Eddy, Farrar & Rinehart are issuing an edition bound in paper boards which will retail at \$1, with the regular trade discounts.

Notice to Control Card Users

"THE WINE COOK BOOK" by Cora, Rose and Bob Brown (Little, Brown) has been postponed from June 8th to July 12th.

The following Macrae-Smith books have been postponed from May 14th to May 21st: "Murder Upstairs" by Adam Bliss, "Smugglers' Ranch" by Charles H. Snow and "Nuvat the Brave" by Radko Doone.

"Modern Art" by Thomas Craven (Simon & Schuster) has been postponed from Apr. 26th to May 11th.

Auction Calendar

TUESDAY AFTERNOON, MAY 8TH, AT 2:15. Books, etchings, autographs, letters of Lincoln, Com. Perry, F. D. Roosevelt, etc. J. C. Morgenthau & Co., Inc., 23 West 47th St., New York City.

TUESDAY EVENING, MAY 8TH, AT 8 O'CLOCK. Rare American Colonial tracts, mainly relating to the American Revolution and the French and Indian War. (Items 201.) Union Art Galleries, Inc., 45 West 57th St., New York City.

Wednesday evening, May 9th, at 8 o'clock. First editions and press books, autographs and manuscripts, the collection of William S. Ford, with additions. (Items 248.) Union Art Galleries, Inc., 45 West 57th St., New York City.

Wednesday, Thursday and Friday afternoons, at 2:15. The fine library of the late Mrs. Benjamin Stern, together with autograph letters from the collections of William L. Clements and E. W. Evans, Jr. (Items 707.) American Art Association Anderson Galleries, Inc., 30 East 57th Street, New York City.

JUNE 18TH AND 19TH. Livres et manuscrits relatifs aux Ameriques et a la guerre d'Independance Americaine, etc. M. Georges Andrieux, 154 Boulevard Malesherbes, Paris, 17e, France.

Market News

One Month from Now - A Forecast

- A CONQUEST OF TIBET, by Sven Hedin. Dutton, \$5.
- JOSEPH AND HIS BROTHERS, v. 1, by Thomas Mann. Knopf, \$2.75.
- SWEET LAND, by Lewis Gannett. Doubleday, Doran, \$1.50.
- THREE MEN AND DIANA, by Kathleen Norris. Doubleday, Doran, \$2.
- EYES IN THE WALL, by Carolyn Wells. Lippin-cott, \$2.
- GOOD-BYE, MR. CHIPS! by James Hilton. Little, Brown. \$1.25.
- A LAW UNTO THEMSELVES, by Loveday Prior. Little, Brown, \$2.50.
- MATADOR, by Marguerite Steen. Little, Brown, \$2.50.
- RECOLLECTIONS OF SEVENTY YEARS, by Cardinal O'Connell. Houghton Mifflin, \$3.50.
- THE ROAD LEADS ON, by Knut Hamsun. Coward-McCann, \$2.50.
- THE TEN MILLION, by Mark Hellinger, Farrar & Rinehart, \$2.50.

- June 6. Dutton is stressing the good-looking format of this travel-adventure, by the author of "Across the Gobi Desert," who illustrated the book himsetf.
- June 6. The first part of a monumental novel of biblical times, by the Nobel Prize winner and author of "The Magic Mountain."
- June 6. The book-review editor of the N. Y. Herald-Tribute motors to the coast and back, telling what he saw in this country of ours.
- June 6. California is the setting for the new romance, about a girl who lived on the wrong side of the tracks.
- June 7. Fleming Stone solves a mystery of the art world.
- June 8. Enthusiastically recommended by Alexander Woollcott in the New Yorker.
- June 8. A first novel chosen by the London Evening Standard as its book of the month. The setting is medieval Austria, the story exciting and barbaric.
- June 8. A novel of Spain and bull-fighting, the March selection of the English Book Society. Initial advertising appropriation \$1500.
- June 8. The autobiography of the New England Cardinal is a selection of the Catholic Book Club.
- June 10. A novel of Nordland which places on one stage many of the characters from his previous books.
- June 11. A parade of the Broadway world in prohibition years, by a popular N. Y. columnist.

Out This Week

- THE BIG BAD WOLF. Blue Ribbon Books, \$1.
- FUN EN ROUTE, ed. by Clay Morgan. Simon & Schuster, \$2.
- IRON, BLOOD AND PROFITS, by George Seldes. Harper, \$2.50.
- THE MONEY MUDDLE, by James P. Warburg.
- NINE ETCHED FROM LIFE, by Emil Ludwig. McBride, \$3.
- POCKET GUIDE TO BETTER GOLF, by Alex
- J. Morrison. Simon & Schuster, \$1.

 PORTRAIT OF AMERICA, by Diego Rivera. Covici, Friede, \$3.50
- SALT WINDS AND GOBI DUST, by Capt. John W. Thomason, Jr. Scribner, \$2.50.
- SUPERSTITION CORNER, by Sheila Kaye-Smith. Harper, \$2.50.
- TIM TADPOLE AND THE GREAT BULLFROG, by Marjorie Flack. Doubleday, Doran, \$1.
- by Marjorie Flack. Doubleday, Doran, \$1. WITHIN A YEAR, by Faith Baldwin. Farrar & Rinehart, \$2.

- The successor to "The Three Little Pigs." Another Silly Symphony, featuring the Three Little Pigs and Little Red Riding Hood and the Big Bad Wolf.
- Poems, pictures, stories, humor and games in a handy book for travelers.
- A sensational account of the munitions racketeers, fully documented.
- Our present financial situation from a practical banker's point of view.
- Portraits of Nansen, Masaryk, Briand, Rathenau, Motta, Lloyd George, Venizelos, Mussolini and Stalin.
- By the author of "A New Way to Better Golf."
- Sixty reproductions from the murals Rivera has done in America, with text by the artist and by Bertram D. Wolfe.
- Most of these short stories are about the Marines in China. Illustrated by the author.
- The romance of Kate Alard at the time of Elizabeth's persecution of the Catholics. A Catholic Book Club selection.
- Another charming picture story by the popular author-artist.
- Four dramatic stories whose events occur between March 1933 and March 1934.

Market News

Current Best Sellers

- ANTHONY ADVERSE, by Hervey Allen. Farrar & Rinehart, \$3.
- LONG REMEMBER, by MacKinlay Kantor. Coward-McCann, \$2.50.
- PRIVATE WORLDS, by Phyllis Bottome. Houghton Mifflin, \$2.50.
- THE OPPERMANNS, by Lion Feuchtwanger. Viking Press, \$2.50.
- SEVEN GOTHIC TALES, by Isak Dinesen. Smith & Haas, \$2.50.
- ON OUR WAY, by Franklin D. Roosevelt. John Day. \$2.50.
- NIJINSKY, by Romola Nijinsky. Simon & Schuster, \$3.75.
- WHILE ROME BURNS, by Alexander Woollcott. Viking Press, \$2.75.
- THE NEW DEALERS, by Unofficial Observer. Simon & Schuster, \$2.75.
- LIFE BEGINS AT FORTY, by Walter B. Pitkin. Whittlesey House, \$1.50.

- New Orleans, Chicago, St. Louis, San Francisco report it the best seller in fiction for the past week, in the Times.
- Outsold all other fiction at Boston and Philadelphia stores listed in the Times. Third on McClurg's latest best seller list.
- Because of its great success Houghton is planning an additional advertising compaign.
- McClurg's best seller last week. Second in sales in N. Y., St. Louis and Chicago stores.
- First in fiction sales at six N. Y. stores last week, second in Philadelphia, third in San Francisco.
- N. Y., Philadelphia, Boston, Washington and Chicago stores reported it first in non-fiction to the Times.
- First in sales at five St. Louis stores last week. Second in Chicago according to the Daily News.
- 27th thousand. Sold second in N. Y. and Boston last week, according to the Times.
- Second in sales only to "On Our Way" at McClurg's last week. Listed by five of the eight cities in the Times best seller list.
- Selling well everywhere.

Other Bookstore Favorites

- TENDER IS THE NIGHT, by F. Scott Fitzgerald. Scribner, \$2.50.
- THANK YOU, JEEVES! by P. G. Wodehouse. Little, Brown, \$2.
- THE SINGER PASSES, by Maud Diver. Dodd, Mead, \$2.50.
- JOURNEY TO THE END OF THE NIGHT, by Louis-Ferdinand Céline. Little, Brown, \$2.50. A GAY FAMILY, by Ethel Boileau. Dutton, \$2.
- COLONEL LAWRENCE, by B. H. Liddell Hart. Dodd, Mead, \$3.75.
- YOU MUST RELAX, by Edmund Jacobson. Whittlesey House, \$1.50.
- THE SAGA OF THE COMSTOCK LODE, by George D. Lyman. Scribner, \$3.50. HEROIC LIVES, by Rafael Sabatini. Houghton

Mifflin, \$3.

- N. Y., Philadelphia, Chicago and San Francisco stores report it a best seller.
- The Booke Shop, Providence, Wanamaker's in Philadelphia, Scruggs, Vandevoort, Barney in St. Louis and other stores tell us it's a best seller.
- Was second in fiction sales during April at Preston & Rounds, Providence, and Judd's, New Haven. Other stores reporting it to us are Kidd's, Cincinnati; Jordan Marsh, Boston; and Grant's, Utica.
- Second printing. N. Y., Boston and Philadelphia stores list it as a best seller.
- 10th printing. Twelve stores have so far reported it to us as an April best seller. It was second in all fiction sales for the month in The Book Nook, Evanston and Paul Elder's, San Francisco. The best seller of the past week at three Washington stores.
- 4th printing. With our best seller reports as yet incomplete, 11 stores have given us this title. It was the non-fiction leader for April at the Book & Quill, New Haven; second at a Britannica Book Shop and the Sunwise Turn in N. Y., and at Newbegin's in San Francisco.
- Best selling non-fiction title for the month of April at Kroch's and Brentano's in Chicago. This looks like a rival to "Life Begins at Forty," which got its start as a best seller in Chicago and the middle West. "You Must Relax" was also the month's leader at Frederick & Nelson in Seattle.
- The West coast's best seller. Second printing.
- A best seller last week at three New Orleans stores.

April Book Production

Monthly Statistics of New Book Titles Compiled from the Weekly Record of the Publishers' Weekly Including the Books (Not Pamphlets) of All American Publishers

Classification	April, 1934		April 1933	4 mos. 1934	4 mos.	
	New Books	New Editions	Totals (4 weeks)	Totals (5 weeks)	Totals	Totals
Philosophy, Ethics	17	4	21	18	65	8.
Religion, Theology	49	_	49	59	176	19
Sociology, Economics	47	5	52	69	198	208
Law	2	_	2	3	20	I
Education	II	3	. 14	23	63	5
Philology	12	5	17	18	64	6
Science	31	10	41	37	107	12
Technical Books	14	2	16	24	55	6
Medicine, Hygiene	18	6	24	27	71	9
Agriculture, Gardening	2	2	4	9	23	2
Domestic Economy	3	_	3	5	31	2
Business	5	I	6	9	39	4
Fine Arts	8	_	8	16	52	4
Music	2	_	2	4	14	2
Games, Sports	10	I	11	8	56	4
Literature, General	18	6	24	33	108	8
Poetry, Drama	38	I	39	56	183	18
Fiction	102	33	135	243	640	76
Juvenile	15	2	17	40	91	13
History	35	4	39	36	163	13
Geography, Travel	17	2	19	15	81	8
Biography, Genealogy	35	6	41	47	178	19
Miscellaneous	-	I	I	6	13	2
Totals	491	94	585	805	2491	270
For April, 1933 (5 weeks), the total	s were:					
New books 637	New Deci	rease	74	Decreas	e	

BOOKMAKING

A MONTHLY DEPARTMENT

Rudolph Koch

A Memoir

WARREN CHAPPELL



Rudolph Koch at his work bench

RUDOLPH KOCH was born in Nuremberg on November 13, 1876. At an early age he was apprenticed to a silversmith and it was just before the completion of the preparatory work in this craft that he felt the desire to study art and this took him to Munich.

Such was the background of the young designer who left the South to seek his future in Leipzig. This next period in his life was devoted principally to the study of bookbinding and of book covers, which gave him a meager income. A call from Raphael Tuck, an English greeting card manufac-

turer, took him to London, but only for a period of half a year, as Tuck did not find his work satisfactory. Twenty years later, he was to go back to London as the honored guest of the Double Crown Club.

In 1906 Koch heard of an opportunity for a designer in Offenbach at the Rudhardische Giesserei (later known as Gebr. Klingspor), a small established foundry which had been bought by Herr Karl Klingspor and his brother Wilhelm. Rudolph Koch never left Offenbach.

Although a number of his types had been designed before the war, that which the world knows best of Rudolph Koch may be said to have begun with 1918.

The war was a terrific experience for this sensitive artist. It left him with no interest in material acquisition. He was not a strong man physically and yet, at the age of 40, he found himself in the trenches around Verdun and marching along the roads of Poland. He said once: "I thought while I was in those trenches, if God would let me get back home, I'd be willing to turn a somersault in the town square."

After the war he returned to the type foundry. Although he had been teaching calligraphy for several years, it was during this post-war period that his Offenbacher Werkstatt was born. In a long narrow room with four dormer skylights under the roof of the Technische Lebranstatt, Professor Koch gathered about him a succession of pupils in the various phases of the graphic arts, among them, Friedrich Heinrichsen, now teacher of calligraphy in Hanover, Fritz Kredel, as able a woodcutter as can be found

in Europe today, Karl Vollmer, a mural painter and instructor in Aschaffenburg, and Berthold Wolpe, a young silversmith by training, who during the recent years assisted the master in the instruction in calligraphy. In the same school, Professor Ernst Engel conducts a Werkstatt for composition and presswork, while Otto Fratzscher carries on the bookbinding, formerly headed by Ignatz Wiemeler. These groups were also at Koch's disposal, as well as the complete facilities of the Klingspor foundry, with such competent designers and typographers as Willi Harwerth and Max Dorn.

It is necessary to recapitulate these scattered facts to understand the man and his work. Added to these material factors, it must be recalled that Koch was an intensely religious man, his work for the Lutheran churches of Germany having been rewarded with the honorary degree of Doctor of Theology by the University of Munster. A great spiritual impulse seemed to intensify his every undertaking.

There was infinite variety in the problems which engaged Koch's fancy, and as he turned to each, there was always something in his early training which had prepared him

for the task.

It is fitting to speak of him first as a type designer, and in this field, in the opinion of the writer, he was without peer in his time. His manner of work was such that the utmost in the freshness of his design was translated into the steel. This happy result was attributed by Koch to the understanding and

the advice of Dr. Karl Klingspor.

It was only after a design had been written, usually with the broad pen, and found interesting, that work was begun on the face. Koch would underline those characters in his manuscript which he felt were most successful and these would serve as a starting point. His originals were seldom greater than twice or three times the size in which the type was first cut. Most of Koch's types other than Neuland, Jessen and Marathon were cut by Gustav Eichenauer, a most remarkable craftsman, who had begun his apprenticeship with Klingspor during Koch's early days with the foundry. Eichenauer began translating the design into the steel, aware at all times, because of long collaboration, of Koch's intention as to the spirit of the letter. It was in the first smoke proof, however, that the critical eye began to make the alterations which

changed the pen-drawn letter into a type cut in steel.

Koch had himself cut types, relying in no small way on his experience as a silversmith, and so he was completely in sympathy with the problems which are inherent in the punch. His last type design, which has been cut, was a freely written Fraktur, rendered beautiful in the steel punches by his son, Paul Koch.

His was not the intention to remake existing designs, but rather to go back to the fountain head and by a series of experiments

come fluidly to his own results.

His interest in calligraphy developed a study of symbols which resulted in two publications: Das Zeichenbuch and Christliche Symbole. In the first he included secular as well as ecclesiastical symbols.

His choice of media for the execution of many of the ecclesiastical symbols and decorations took him to weaving, embroidery and the metal crafts. His materials for his tapestries were all hand-spun and hand-died flax. The experiments in these media were always conducted by Koch himself and then he would find those who were willing and able to work with him in the execution of his design.

In bookmaking his standards were no less rigid. In most instances he completed the work before a publisher was sought. In some cases publishers would hear of the project and come to him. For years, he and Fritz Kredel labored in the preparation of over 300 woodcuts of German flowers for "Das Blumenbuch." Only 250 cuts were finally used. Although it was a tedious and costly process, he insisted on cutting the designs, as etched line plates would not give him the character of line he demanded, and in the coloring, stencilled water color was the only method which would suit him.

His design for the New Testament in a form which would be pleasing to him led him to cut a type and print two volumes: the first, the Four Gospels, and the second, the Acts of the Apostles.

His publications had their roots in the things he loved rather than in any thought of their possible commercial success—the church, the flowers and the country. Only in the last year he saw the completion of his

Germany.

The loss is greater than just the passing of a distinguished designer and inspired

last large project, a pictorial map of



facilities for service. The Holliston Mills, Inc., Norwood. Massachusetts. Branches at Boston, New York, Philadelphia, Chicago, St. Louis.

BINDING Holliston FABRICS

teacher, for Rudolph Koch was the embodiment of human kindness. His was a creative spark which kindled simultaneously in those who apprenticed themselves to him and went his way. Success in his chosen profession left him as completely simple in his manner as was his every expression, and never was he too busy to lend an attentive ear to those who came to him, whether it was for advice or material aid. Always he retained the spirit of youth and the enthusiasm that is a part of it, constantly renewed by association with his younger co-workers, and there was never a feeling of a difference in age between the master and his assistants. So well did he understand the viewpoint of those who were still struggling in the maze of preparing for life.

Those of us who have had the privilege of working beside Rudolph Koch and following his leadership acknowledge our debt with deepest gratitude, and find some comfort in knowing that his was a spirit that will never

Full Trim: A Bias on Current Bookmaking

EVELYN HARTER

If you are versed in the adventures of Nicholas, the hero of Anne Carroll Moore's books for children, you will remember that Nicholas at one time pays a visit to the Make-up Man. As far as we know, it is

the only cognizance of the production man ever taken in children's literature. Therein occurs this description, which everyone who has anything to do with the making of books will understand:

He had three faces that Nicholas could see and

He had three faces that Nicholas could see and one that he couldn't see, and he was looking with all his eyes at a date on the high secret in front of him. Suddenly this date moved, sprang out from under his hand and attached itself to a pile without a date. Then all the other dates began to move and the strange man looked very serious in two of his faces.

"Who do you suppose he is, Ann Caraway, and what is he doing?" whispered Nicholas.

"He's the Make-up Man, the Make-up Man, Who Makes up the books as fast as he can," chanted Ann Caraway under her breath. . . .

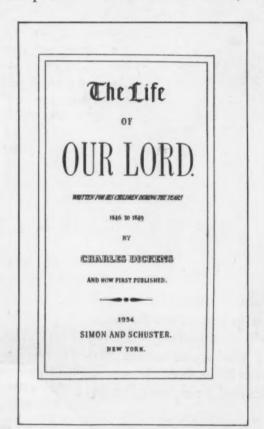
The Make-up Man took a pair of big horn spectacles off one of his faces, pulled a green shade from another, laid down a magnifying glass, and looked at his watch. Then he smiled very pleasantly at Nicholas and told him to jump up and take a look inside each pile of secrets. Nicholas looked.

"I can't make anything at all out of looking," he exclaimed. "Please explain."

"I have to make all these books come together long before Christmas," explained the Make-up Man. . . .

"Is it fun?" asked Nicholas.
"Sometimes," replied the Make-up Man, "I have good times with some books, very bad times with other books. . . ."

The narrative does not state whether each of the four faces had its own brain, but we doubt if even such a super-production man could have known exactly what to do with his new manuscripts during April, 1934. Since our last writing, the Schedule of Reasonable Costs proposed by the Manufacturer's Code Authority has been withdrawn, a new



Ernst Reichl managed to plan an old-fashioned title-page without gingerbread decorations for "The Life of Our Lord" (Simon & Schuster)

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Boy! Can he Jounish it!

The book as well as the music ... that's why it is BOUND FOR PROTECTION IN—

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MUSIC HOUR

series, used in public schools from coast to coast, consists of five pupils' books for grades two to six, inclusive, with accompanying teachers' manuals and an additional book for the kindergarten and first grade.

The One-Book Course is used in one-room schools with Music in Rural Education as the accompanying manual. Special editions also include The Catholic Music Hour and the Hawaiian Music Hour.

These important books are bound in ARCO to give utmost protection against the hard usage to which they are put.

There are several million like him, using these books daily. ARCO is the perfected water-proof, vermin-proof and wear-proof cover material which meets all of today's requirements for school and text book binding. ARCO costs no more, but it saves money by reducing rebinding and replacements to the minimum point. It is made exclusively by

INTERLAKEN

THE INTERLAKEN MILLS





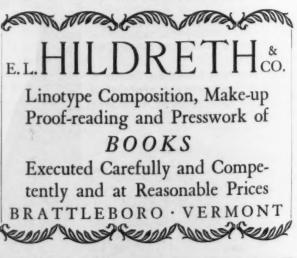
Unusual close arrangement marks the titlepage (in black and frog-green) of "The Battle of the Frogs" (Hawthorn House)

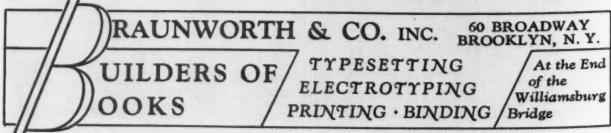
schedule of Lowest Reasonable Costs has been made up by the publishers' representatives, and no one yet knows what will happen. As Ernst Reichl says, the entire thing is somewhat like Thurber's drawings of "The War Between Men and Women" in The New Yorker, so closely are the manufacturer's and the publisher's interests fundamentally allied.

Speaking of Ernst Reichl, one wonders at the versatility of this designer whose natural flair seems to be for the modern, but whose work on "The Life of Our Lord" is entirely appropriate to Dickens and his period, without their worst features. The attractive backbone, the title-page with its tall narrow letters and its simple ornament, the toned, coarse paper (an imitation of Arak) and the long text page all hang together and make a volume that is pleasant to handle.

Two of our finest small presses are publishing books under their own imprint this month, the Harbor Press issuing "A Trip to the Prairies," and Hawthorn House, "The Battle of the Frogs." The former is set in Baskerville and has a singularly attractive text-page to which color is lent by the folio in a large size at the top, starred on each side. "The Battle of the Frogs" has a title-page in black and in a green like the color of algae on a pond in midsummer. If you see a copy, don't overlook the frolicsome colophon page.

Among the straight trade books which are coming along there are a number which are "James Shore's interesting. moderately Daughter" (Doubleday, Doran) has a jacket and several illustrations by Edward Wilson, including a most attractive dedication page which cannot be reproduced because much of its charm derives from a yellow tint block used with the black line drawing. Silver Daughters" (Farrar and Rinehart) has a good jacket in red, silver and black, but we petition somebody to tell us the reason for the choice of lettering used on the preliminaries. "Land of Plenty" wears an unusual and rather likeable jacket of red and black panels and red and black pin stripes. It ought to stand out quite well in the fight for attention on the bookstore counter.





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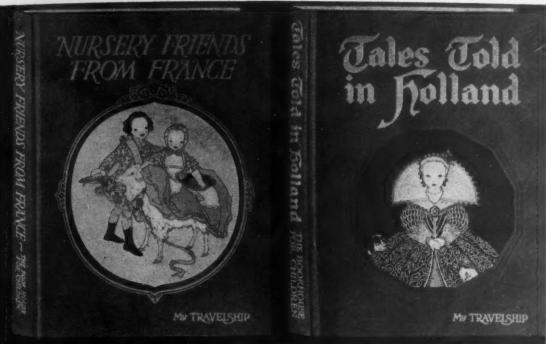
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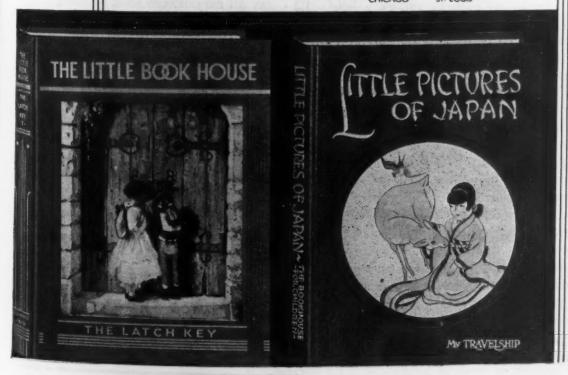
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Here are four covers so beautiful they are as interesting to those in the book making trade as they are attractive to those who buy books. Naturally, a great deal of thought went into their planning and into their production. The selection of Glofoil and the results produced should be more convincing arguments than all advertising claims. We do claim that Glofoil combines the advantages and claim that Glofoil combines the advantages. of clean release and resistance to tarnish to a degree not equalled by any other roll leaf. Results prove it.

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Books shown thru courtesy THE BOOK HOUSE FOR CHILDREN

Binding by ROBERT O. LAW COMPANY

CHAPTER SIXTEEN



Rag Market

LIEE some huge flower-bed, sprawled across city pave-ments, off One Hundred and Fifteenth Street and the East River, stretches New York's Rag Market.

All day long, hand-propelled push-carts and horse-drawn wagons rattle over the asphalt, bringing rags to market. They are gathered by Jewish and Italian pedlers

market. They are gathered by Jewish and Italian pedlers from old attics, wholesale houses and ash-bins. Anything and everything in the way of cloth is grist for their mill. Great scales manipulated by women, weigh out the bundles of rage. It was sometimes difficult for us to distinguish the women from the rags. They were large, bulging old peasants that might have been so many sacks tied in the middle.

180

The use of the drawings and of capitals and lower case in a large size make interesting chapter openings for "Round Manhattan's (Bobbs-Merrill) Rim"

think we detect the practised hand of Werner Helmer in the use of Ultra Bodoni for "It's A Small World" and "The Glassy Pond" (Coward-McCann). "Romantic Copper" (Appleton-Century) carries a bold jacket on copper-colored paper and is bound in a copper-colored fabrikoid, but something seems to us not quite right about the black and blue-green ink label. Perhaps plain black ink stamping might have been cheaper and better-at any rate, a successful effort was made to keep the format appropriate.

One of our faithful spies at Publishers' Weekly showed us "Fish on Friday" (Sheed and Ward). Without the help of these agents we would miss even more than we do of the constant influx. This is a book of light essays on Catholicism, with a jacket and title-page done in a gay, irresponsible manner for which the publishers should be applauded. The ability to turn loose and be unconventional in this easy manner is something that might be imitated by other publishers who constantly issue books in a light vein, but who dress them typographically like dictionaries or medical books.

Bailey Resigns

MELVILLE C. BAILEY, lately president of J. J. Little & Ives Co., has resigned to become connected with the Quinn & Boden Co. of Rahway, New Jersey, and is located at the company's New York office at 443 Fourth Avenue. The Quinn and Boden Co. specialize in trade and textbooks and have warehouse facilities for rapidly moving books in New York as well as at Rahway. The firm was organized in 1906.

New Dolphin

A SECOND VOLUME of The Dolphin will be issued by the Limited Editions Club in the fall and, as the number printed of Volume 1, twelve hundred, was not sufficient to supply the orders, an edition of eighteen hundred copies will be made this time.

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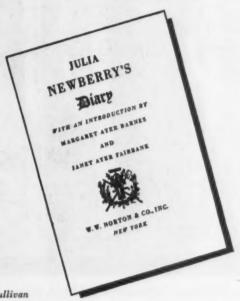
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HOW TO EMPHASIZE THE GRACE OF A LADY



Paint the pretty face—
Dye the coral lip—
Emphasize the grace
Of her ladyship!

The Mikado . . . Gilbert and Sullivan



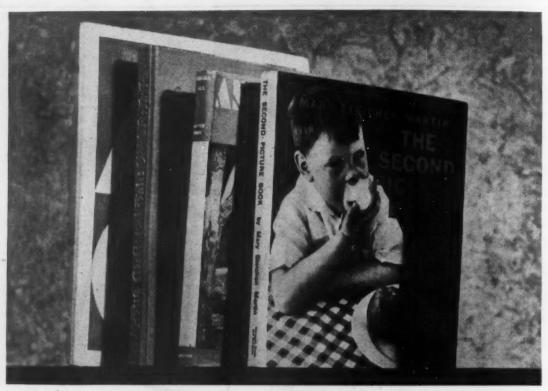
WHEN William A. Kittredge designed the pages for Julia Newberry's charming diary, he deliberately ignored the advice of the renowned Messrs. Gilbert and Sullivan.

He told Julia's story in chaste, unadorned Linotype Bodoni Book. For here was a lady who needed no "make-up" in the making up of her book . . . who would have been as incongruous in a fancy type face as in the face paint of a fancy woman. It was a face that suited Julia's personality.

Even if Giambattista Bodoni himself had cut his type expressly for the Victorian Julia, he couldn't have produced a more fitting result. And this delicate appropriateness of a fine Linotype face played its part in the selection of Julia Newberry's Diary by The American Institute of Graphic Arts as one of the fifty best-designed books of the year.

Just as the appropriateness of other Linotype faces to other manuscripts has resulted in there being twenty-three of this year's "fifty best books" set in Linotype faces. Mergenthaler Linotype Company, Brooklyn, New York.

10 Point Linotype Bodoni Book—4 point leaded



Examples of squarish books. No. 1 printed in Germany; Nos. 2, 3 and 4 in the United States.

Of the Size, Shape and Bulk of Books

II. The Interest of Squarish Books

WILLIAM A. KITTREDGE

THE PURPOSE of this article is to suggest that books may sometimes depart from the conventional novel size oblong to the squarish shape, which affords a pleasant experience to the reader, giving him a book that achieves distinction by departing from the standard. There are many examples of this type of book to illustrate the point. One which we must all remember is Pennell's "Life of Whistler," published by Lippincott in Philadelphia (6¼ x 8½ x 1½"—474 pp.).1

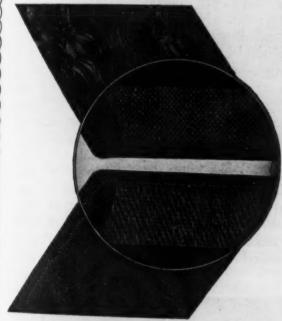
delphia (6¼ x 8½ x 1½"—474 pp.).¹

The squarish book has always had a favorable vogue in England and on the Continent. This book of Pennell's about Whistler was first produced in England, and is characteristically English-Whistler-Pennell all through. The arrangement of lettering on the cover with the butterfly was suggested by one of Whistler's own typographic arrangements. The book is chunky and agreeable to hold; it can be grasped with both hands, and the

type and paper are friendly. It achieves distinction lacking in many other books which deserve this distinction, and which might have it if they would get away from the standard novel size.

There are many more recent examples of books taking the squarish form. One which is a delight to this writer is E. E. Cummings' "Eimi," $(6\frac{1}{2} \times 8\frac{1}{2} \times 1\frac{3}{16}$ "—436 pp.) designed by S. A. Jacobs and published by Covici, Friede. From its bright yellow binding, to its pleasantly toned paper and clear legible type, it fulfills a promise of something fresh and new. The unconventional text demanded an unconventional page, and Mr. Jacobs produced this without too much attention to the sacredness of conventional pages and conventional margins. An unusual feature of the book is the statement at the end, in which "The author joins with the publishers in congratulating S. A. Jacobs; who designed the format of 'Eimi,' solved

¹ Can be cut from 25 x 38 with no front trim.



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192 TYLER STREET NEWARK, NEW JERSEY all technical problems connected with the typesetting and printing, and from start to finish personally supervised this book's production." This book stands as a meritorious example of design and bookmaking.

Longmans, Green & Company published in 1932 a book designed by a distinguished architect—"An Autobiography: Frank Lloyd Wright" $(7\frac{1}{8} \times 9 \times 1\frac{1}{8}" - 404 \text{ pp.})$. In a review of outstanding books of that year, Lewis Mumford in the Atlantic Monthly gave this book first place for literary interest and importance. Because Mr. Wright has always believed in an integrity of organic architecture relating to our time and place, it was to be expected that his book would be personal and distinguished in its form. It is a squarish book and has other interesting features. Margins are practically dispensed with in favor of a large, legible type, with the lines leaded. The illustrations from photographs were combined as one feature in the back of the book so that the text is uninterrupted by inserts. The abstract design in red and gold on the black binding of the first edition is significant in relation to the point of the narrative. The book is divided into three parts, and each part is preceded by an abstractly designed title relating to Mr. Wright's philosophy and experience. The

text is treated topically, and episodes are divided with space and topical headings, so that reading is made easy. Some readers may object that the line is long, but in reading and rereading this book, I had no difficulty whatever in easily managing the lines and pages. Mr. Wright's device of the square is used on the binding and is, as he says, the form out of which all other designs come. In a reprinting of this book, the black cloth binding has given way to a natural linen, stamped in red.

The squarish book has always been a desirable form for children's picture books. The three which are illustrated here are especially interesting. Mary Steichen Martin's "The Second Picture Book" (7¹/₄ x 8¹/₄ x ¹/₄"), published by Harcourt, Brace & Company, is a book of pictures of children, made from photographs reproduced to bleed off the pages. The squarish page with illustrations bleeding off gives unlimited opportunity for pictorial composition such as Mrs. Martin so "Animals All" by delightfully achieves. Harper Cory $(6\frac{1}{2} \times 8\frac{1}{8} \times \frac{3}{8}"-128 \text{ pp.}),$ published by Country Life Limited in London and Charles Scribner's Sons in New York City, is a most delightful picture book of animals in the squarish form. This book is something that a child can get hold of with



Examples of oblong books. Nos. 1, 2 and 3 printed in the United States; No. 4 printed in Germany

Y

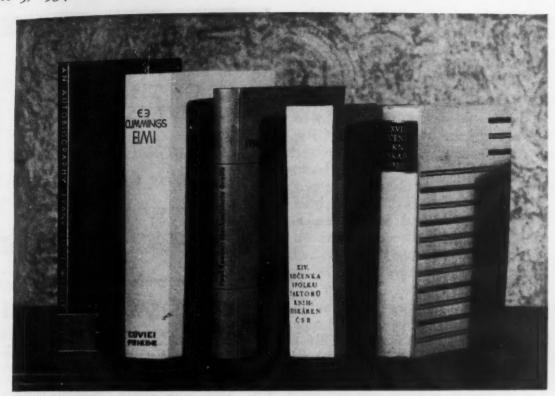
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Examples of squarish books. Nos. 1 and 2 printed in the United States; No. 3 printed in Germany; Nos. 4 and 5 printed in Czechoslovakia

both hands while admiring the natural pictures of animals in their habitats. The squarish page permits oblong and upright photographs to be used singly or in combination, and this book is especially appropriate in the relation of subject to size and shape. From Herbert Stuffer, publisher in Berlin, comes "Hurra, Wir Lesen! Hurra, Wir Schreiben!" $(8\frac{1}{8} \times 9\frac{7}{8} \times \frac{1}{4}"-64 \text{ pp.})$. This is a most delightful first primer for children. type used for the text is sanserif, set very large and printed in red and black. The margins are dispensed with in favor of big type that can easily be comprehended by the youngster. Line diagrams are included to illustrate words of the text.

Charles B. Falls' book for The Limited Editions Club, "Two Mediaeval Tales," done in 1930, is a squarish book (7½ x 9 x ½ 6"—88 pp.). While not as sensational in bulk and contents as some of the other Limited Edition Club books, it nevertheless achieves as much personality as any of them through its form and shape in relation to its very personal typography and illustration.

A series of year books, issued by the book printers of Czechoslovakia, has adopted the squarish page (5½ x 7½"). In their year book for 1933, the width of the square book was further emphasized through the use of a

horizontal line design on the binding. This can be seen in one of the illustrations with this article.

While on the subject of squarish books, something should be said in favor of oblong books, of which, in the opinion of this writer, there are all too few. How often, in having continually to turn the pages of a book to look at pictures which had been turned on the page, we have wished that the more obvious device of an oblong book had been used. Like the squarish book, the oblong lends itself to illustrated books and books for children.

"The Farmer Sows His Wheat" by Adele Gutman Nathan (10½ x 8"), published by Minton, Balch & Company, New York, was a delightful example of this type of book shown in the Fifty Books of the Year Exhibition last year. Photographs of wheat fields, the preparation of these fields, and the harvesting of the grain, sweep across these pages as would not be possible in any other shape. Bleeding off the pages, the pictures go well with the brief text which is set in sanserif type. Occasional line drawings, vignettes, and smaller illustrations from photographs give pleasant variety to the pages.

² Can be cut from 35 x 45.

Wanda Gag has done some picture books, of which "Millions of Cats" and "The Funny Thing" are two, both oblong $(9\frac{1}{2} \times 6\frac{1}{2}")$. These books are illustrated from line drawings, with the text lettered in the script of the artist. (Much might be said in books done in autograph, where the artist who draws the pictures also letters the text.) For such personal books as Wanda Gag's, where the artist both writes and illustrates a book, this method is ideal. The oblong shape permits a continual flow of pictures with brief text, quickly comprehended by the reader. Oblong illustrations would seem to demand oblong pages to accommodate them best and it should be refreshing in any line of books to have a few of this form. Whoever has had the pleasure of perusing "Ein Stamm-buch aus vier Jahrhunderten" (Album of Four Centuries), printed in Germany (81/4 x 513/16")3 will be delighted with this kind of book. It is the kind of book to lend interest and surprise to any collection.

⁸ Can be cut from 25 x 38.

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The Weekly Record

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Ar: Fine Arts
Bi: Biography
Bu: Business
Br: Fiction
Bu: Hi: History
Ju: Juveniles
Mu: Music
Bu: Po: Poetry
Re: Religion
Sc: Science
Tr: Travel

Aldington, Richard

The poems of Richard Aldington. 39op. (bibl. note) O '34, c. '28-'34 Garden City, N. Y., Doubleday

Aldington, Richard

Po

The poems of Richard Aldington. 39op. (bibl. note) O '34, c. '28-'34 Garden City, N. Y., Doubleday

Language and Company of the Author's lyric poems

A new complete collection of the author's lyric poems which contains a new introduction and many hitherto unpublished poems.

Anonymous

Autobiography of a suicide. 223p. O [c. '34]

Lawrence, L. I., Golden Galleon Press 2.50

The life story of a man who committed suicide.

A selecton of the Psychology Guild.

Bacon, Henry
Cica, la fille du bandit; ed. by L. Humphreys. 64p.
S (Oxford rapid-reading French texts, 3rd ser., 2) '34
N. Y., Oxford .40

Baldwin, Faith [Mrs. Hugh Hamlin Cuthrell]

Within a year. 347p. il. D [c. '33, '34] N. Y., Farrar & Rinehart 2.00
Four short stories picturing some of the romance, tragedy and drama of the hectic months of 1933-34.

Beals, Carleton
The crime of Cuba; new ed. 468p. il. O '34 Phil.,
Lippincott 3.00

Beck, Mrs. Lily Moresby Adams [E. Barrington, Louis Moresby, pseuds.]

Dream of tea. 285p. D '34 N. Y., Peter Smith

Betz, William
Junior mathematics for today; b'k 2. 448p. il.,

diagrs. D [c. '34] Bost., Ginn .96

Big bad wolf and little Red Riding Hood Ju

(The); story and il. by the staff of the Walt Disney

Studios. 6op. il. (pt. col.) Q [c. '34] N. Y., Blue
Ribbon B'ks bds., 1.00

Little Red Riding Hood and the "three little pigs"
foil the big bad wolf. From the newest Walt Disney
Silly Symphony.

Black, James Macdougall, D.D. Re
The boys play soldiers. 39p. D [c. '34] N. Y.,
Revell bds., .75

An imaginative story about four little boys, Andrew,
Simon John and James, who played at being Porce,

Simon, John and James, who played at being Roman soldiers with the little boy Jesus while their three families were traveling together on the road to Galilee.

Black, Max

The nature of mathematics; a critical survey. 233p. (3p. bibl.) O (Internat'l lib. of psych., phil., and scientific method) '34 N. Y., Harcourt 3.50 A critical exposition of "Principia Mathematica" by Russell and Whitehead and supplementary accounts of the formalist and intuitionist doctrines.

Bond, Frederick Bligh

The secret of immortality [psychic research]. 189p.
O '34 Bost., Marshall Jones 2.50

Boone, Rev. P.

★ Re

Mirror of a true religious; tr. from the German by

Sister Mary Eva. 145p. il. D c. N. Y., Benziger

Reflections on the spiritual life.

Boulenger, Edward George

Zoo cavalcade. 247p. il. D ['34] [N. Y., Dutton]

A study of the improvement and development of the zoo through the years.

Brigham, Albert Perry and McFarlane, Charles T.

Our home state and continent [b'k 2]. Illinois ed. by W. O. Blanchard. 339p. il. (col. front.), maps (pt. col.) O (Our world and ourselves) [c. '33, '34] N. Y., Amer. B'k

Brown, Frank P.

London sculpture. 105p. il. O (English art ser. v. 3) '34 N. Y., Pitman

A history of sculpture with many photographic examples of works now in London.

This List aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

* indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

Fi

Tr

Brown, Theron

Po Battle of the frogs; a discovery of the rare and singular disturbances of an historic night; with other considerations of moment comprising the epic of Windham; il. by Ray Holden [lim. ed.]. 27p. D '34 Windham, Conn., Hawthorn House bds., 3.00 Originally published in a memorial volume issued at the time of the Windham Bicentennial in 1892.

Buck, Frank and Anthony, Edward

Wild cargo. 254p. il. D [c. '32] N. Y., Simon & Schuster

Butler, Samuel

Further extracts from the notebooks; ed. by A. T. Bartholomew. 414p. D'34 N. Y., Peter Smith 2.50

Cave, Anna Estella Sarah Penfold Matthews Cave, countess, ed.

Ant antics; il. by the editor. 115p. il. (pt. col.) O ['34] [N. Y., Dutton] An anthology of humorous verses and sketches on the high character and habits of the ant, by Rudyard Kipling, Beverley Nichols, Sir James Barrie, Julian Huxley, Stanley Baldwin and many others.

Church, Franklin H., M.D.

A manual of social diseases for the layman. 37p. D c. '34 Salem, N. J., S. D. Pub. Co., Lock Box 30 1.00; pap., .50

Clarke, Isabel Constance

That which was lost. 352p. D '34 N. Y., Long-2.50

The lives of the four Tanzi children left to the care of an uneducated, brutal mother. A Catholic novel.

Coffin, George Sturgis

Winning duplicate; and a special chapter on the new contract whist. 149p. S ['34, c. '33] Bost., Bruce Humphries How to play duplicate contract bridge using the Automatic Forcing 1-2-3 Bidding Code.

The road round Ireland. 505p. O (McBride dollar travel b'ks; 45) [c. '26] N. Y., McBride

Cousins, James Henry

A bardic pilgrimage. 302p. (bibl.) front. (por.) D c. N. Y., Roerich Museum Press
A second selection of the author's poetry. "A Wandering Harp" was the first.

Creange, Henry

Safeguarding industry against the pilfering of ideas (a plan for wiping out design piracy). 66p. Q 34] N. Y., [Guilds of America Found.] 1.50 Reprinted from "The Guilds of America."

Crumley, Thomas

Logic, deductive and inductive; new and rev. ed. 442p. (bibls.) diagrs. D '34, c. '26, '34 N. Y., Mac-

Curtis, Francis Day and others

Biology for today. 733p. (bibls.) il. (pt. col.), maps, diagrs. D [c. '34] Bost., Ginn A biology textbook for high schools.

Daly, Elizabeth Harding

High goal; a novel. 313p. D [c. '34] Phil., Macrae, Smith 2.00 This romance of Denise Carstairs, who divorced her husband to marry a famous and charming polo player, is laid against a background of Long Island society.

Day, Richard Ellsworth

The shadow of the broad brim; the life story of Charles Haddon Spurgeon, heir of the Puritans. 236p. il. D [c. '34] Phil., Judson Press The biography of an English preacher, the centennial of whose birth will be celebrated this year.

Dewey, S.

Wines; for those who have forgotten and those who want to know [lim. signed numbered ed.]. 97p. il., maps S c. Chic. [Mrs. C. S. Dewey, 1507 N. State Parkway] 2.50 A helpful guide on the art of choosing and serving

Fi Dugas, Victor The headhunters' secret. 120p. il. D'34 Dallas, Tex., Southwest Press 1.50

Durstine, Roy Sarles

Red thunder. 231p. D c. N. Y., Scribner 2.00 An account of the author's experiences and impressions during a recent lengthy visit in Soviet Russia, Germany and Austria.

Eastman, Max

Artists in uniform; a study of literature and bureaucratism. 274p. (bibl. notes) D c. N. Y., Knopf

A study of the devastating effect of the Soviet ex-periment, as ruled by Stalin, in the field of arts and letters.

Ervine, St. John

Parnell. 34óp. D (Curosities of politics ser.) '34 N. Y., Peter Smith 2.00

Farquhar, Silas Edgar, ed.

The world book encyclopedia annual for 1933; a review of the events of the year. 16op. (bibls.) il., diagrs. O [c. '34] Chic., W. F. Quarrie & Co.,

pap., Many well known people have contributed reviews the events and history of progress in their special fields during the past year.

Austin, Reginald George

Aids to qualitative inorganic analysis. 213p. dents' aids ser.; Wm. Wood pub'n) '34 Balt., liams & Wilkins

Bett, W. R., ed.
A short history of some common diseases.
O '34 N. Y., Oxford (Stu-Wil-1.50

21 ID. 3.50

Blayney, Dr. J. R.
Dental pharmacology and therapeutics. 311p. il. O
'34 St. Louis, C. V. Mosby 4.50

Bonham, H. J.
Aids to botany. 229p. (Students' aids ser.; Wm.
Wood pub'n) '34 Balt., Williams & Wilkins 1.50

Boone, Ilsley
The A B C of nudism; an illustrated handbook on the movement in America, its practice and philosophy.
79p. il. D [c. '34] N. Y., Sunshine B'k Co., 45 W.
45th St.

Bridgman, P. W.

A physicist's second reaction to Mengenlehre. 29p.
O '34 [N. Y.l, Scripta Mathematica, Amsterdam Pap., apply

Ave. & 180th St.

Brogger, A. W. and others

Bidrag til bondesamfundets historie; vs. 1 and 2 [social science]. 294p.; 362p. il., map D (Inst. for Sammenlignende Kulturforskning, ser. A., 14 and 15) '34 Cambridge, Mass., Harvard

v. 1, 1.65; pap., .95; v. 2, 1.90; pap., 1.25

Carmody, Francis J.
Franco-Italian sources of the Roncesvalles. 33p.
(bibl.) D (Inst. of French Studies pub'n.; comparative literature ser.) [c. '34] N. Y., [G. L. van Roospap., .75 pap., .75

Davies, Sir H. Walford and Ley, Henry George, eds.
The church anthem book; one hundred anthems.
578p. O '34 N. Y., Oxford 2.50

Feeney, Leonard

Club for April.

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Gluck, Charles, M.D.

Permanent good health; the control of our common foundation of disease. 322p. il.. diagrs. D [c. '34]

N. Y., Permanent Good Health Pub. Co., 114 E. 54th
2.50

Fagge, Charles Hilton

Fujikawa, Y., M.D.

Goff, Errol W., il.

A picture map of Cape Ann and the North Shore.
il. (col.) [c. '34] Bost., Houghton

[Goldstein, Fanny, comp.]
Judaica; a selected reading list of books in the

Fish on Friday. 214p. D c. [N. Y.], Sheed & Humorous essays, the choice of the Catholic Book

Flack, Marjorie Tim Tadpole and the great bullfrog [il. by the author]. no p. il. (pt. col.) D c. Garden City, N. Y., bds., 1.00 A picture-story-book about little Tim Tadpole who grew into a frog.

The spiked lion; an Anthony Bathurst story. 286p. D ['34] Phil., Macrae, Smith A tale of fantastic murder.

Fulda, Ludwig Die Gegenkandidaten; ed. by Bertha Reed Coffman. 221p. front. D (Heath's modern lang. ser.) 34 Bost., Heath

Gaston, Charles Robert and others English in daily life. 558p. il., diagrs. D [c. '34] Bost., Ginn A textbook for high school English courses.

* Re Ghéon, Henri The secret of the Little Flower; tr. [from the French] by Donald Attwater. 253p. D '34 N. Y., Sheed & Ward An interpretation of the life and faith of St. Teresa of Lisieux.

Gibson, Walter Brown Houdini's escapes and magic. 330p. il., diagrs. O [c. '30] N. Y., Blue Ribbon B'ks

Gray, Mason De Witt and Jenkins, Thornton Latin for today; second-year course; rev. ed. 545p. il., maps D '34 Bost., Ginn 1.80

Gregory, F. L. Fi The cipher of death. 269p. D (Harper sealed mysteries) c. N. Y., Harper

Death strikes mysteriously again and again at members of an expedition recently returned from Persia.

Greig, J. Y. T. David Hume. 436p. il. O '34 N. Y., Peter Smith

Aids to anatomy; 9th ed. 339p. (Students' aids ser.; Wm. Wood pub'n) '34 Balt., Williams & Williams

FitzGerald, D. A.

Corn and hogs under the Agricultural Adjustment
Act. 117p. (bibl. footnotes) map O Wash., D. C.,
Brookings Inst. pap., .50

Japanese medicine; tr. from the German by John Ruhräh, M.D.; with a chapter on the recent history of medicine in Japan by Kageyas W. Amano, M.D. 127p. (bibls., bibl. notes) il. S (Clio medica) c. N. Y., P. B. Hoeber

Hart, Walter Wilson

Progressive first algebra. 414p. il., diagrs. D [c. '34] Bost., Heath

Hartshorne, Charles

The philosophy and psychology of sensation. 302p. (bibl. notes and footnotes) O [c. '34] Chic., Univ. of Chic. Press The author is assistant professor of philosophy in the University of Chicago.

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Hoit, Doris, comp.

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Public Library of the City of Boston; 2nd ed., enl. 140p. D (Brief reading list, no. 44) '34 Bost., Boston Public Lib.

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Bulletin N. Y. Zoological Soc. Nov.-Dec., 1929.
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Trexler. Buffalo Range of the Northwest.
Paget, Amelia. People of the Plains.
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Hollis, Chris. Dr. Johnson. Holt. 1929. Schoenfeld, H. German Historical Prose.
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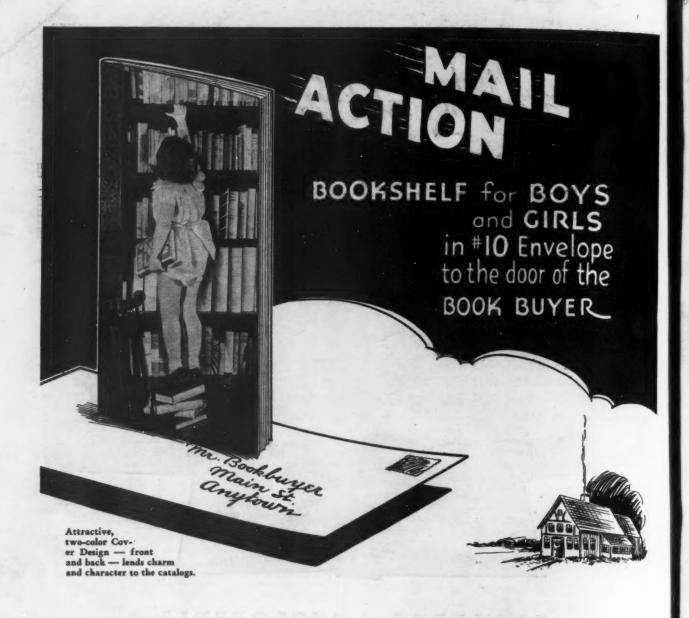
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